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FEBRUARY 19, 1954
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Furnishing World

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THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

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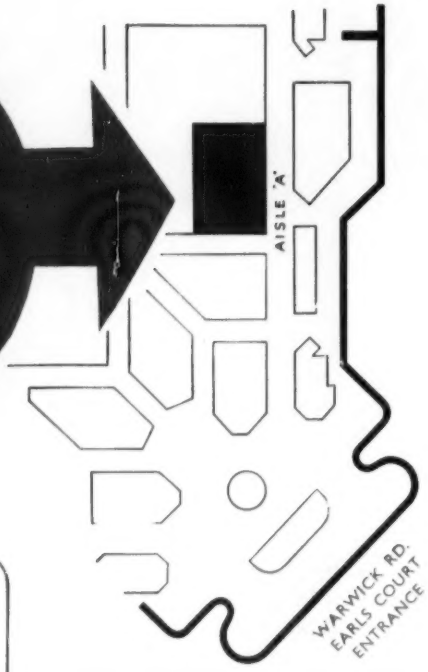
STAND 7A
GROUND FLOOR



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FURNITURE

ALSO MANY NEW
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LLOYD LOOM
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No. CDS. 10

MAIDSAVER KITCHEN CABINETS

CELLUS OCCASIONAL FURNITURE

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by

CROXSON BROS LTD

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The Latex Foam Mattress THOUSANDS CAN AFFORD retails at only £22/17/6

FULL DEPTH DOUBLE BED SIZE

LOWEST PRICE OF ALL—
MADE POSSIBLE BY IMPROVED PRODUCTION METHODS . . .

A new, improved process of manufacturing a full-depth Mattress in *one* mould, instead of the usual two, saves time, labour and *COST*. And this enables Vitafoam Ltd. to offer your customers a superior top-quality latex foam mattress at a very attractive price. Support by local and national advertising will make this mattress one of your most popular selling lines. The 'Vitafoam' Mattress never needs turning, cleaning or re-making, and it is backed by the Good Housekeeping Guarantee.

SINGLE BED SIZE £15.10.0.

MATCHING BASES CAN BE SUPPLIED

VITAFOAM PILLOWS AND BOLSTERS

" Vitafoam " Pillows and Bolsters in pure latex foam still continue. They keep in shape and stay cool, airy and comfortable all night long. When you order your supplies of " Vitafoam " mattresses be sure to ask for " Vitafoam " pillows that never " pad " or harden!

PILLOW 49/6 BABY PILLOW 24/9
27 in. BOLSTER 29/6

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Fully-descriptive trade folder SENT FREE

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HOW VITAFOAM MAKES SELLING EASY

" Vitafoam " will be intensively advertised . . . in Women's Magazines, Local Newspapers, and with display aids.

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Full page advertisements in widely circulating Women's Magazines, appealing directly to housewives and engaged and newly-wed couples. Attractive advertisements in provincial and local newspapers sending prospective customers direct to you.

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For window and Counter display; showcards stating the advantages of "Vitafoam"; folders to be circulated among your customers in response to press and counter enquiries.

Top secrecy in our design development section. Whispers of New designs, consumer demand, sales appeal, etc. Even the Guv'nor looks pleased.

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Ronson Furniture Limited, Ronson Works, St. Peter's Close, London, E.2. All genuine Ronson Furniture bears this trademark

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SUPREME IN
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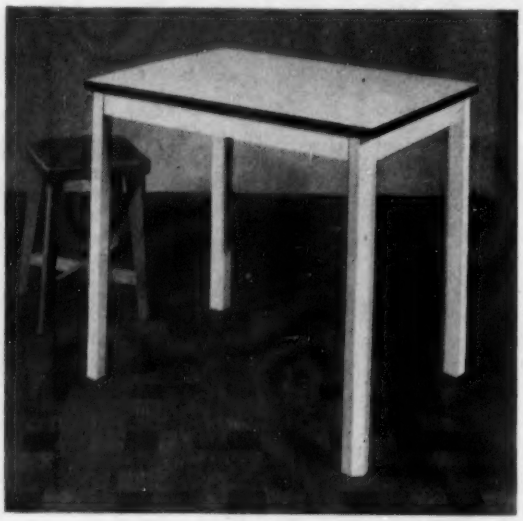

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Formica Top Kitchen Tables

Attractively finished solidly built, with or without drop leaves and drawers

A fast selling, easily handled line

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The modern nest of tables

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STAND 4V
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THE BEST BUY IN BEDROOM SUITES

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Our suites are GUARANTEED, orders will be delivered promptly—and our prices are right too!

We shall also introduce a very novel innovation that will please both you and your customers . . . . . .

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We are on Stand

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THE 'BEXLEY' SUITE

A Remarkable Achievement!

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STAND 6S FIRST FLOOR

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THE "IMPERIAL"

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ONE OF THE OUTSTANDING DESIGNS AT THE 1953 EXHIBITION, EARLS COURT

You are invited to visit us again on

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where many new designs will be on display

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ST. MATTHEWS ROW, BETHNAL GREEN ROAD

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'TUKAWAY'

BEDSIDE TABLE

BRITISH PATENT NO. 642510

As televised in Inventors' Club. Tucks away behind the bedstead head ..... drops into position by two simple movements. Available fitted to Bryants Bedsteads or as a separate unit.

See also the new Contemporary Bedsteads and the sensational Television Viewing Cabinet, a really useful piece of quality furniture.

STAND IIV
FIRST FLOOR

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Balmoral Suite with Dunlopillo on arms, backs and seat cushions

"The Balmoral" suite

gives large chair comfort with small floor-space size

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- 3-PIECE UPHOLSTERY
- FIRESIDE CHAIRS
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BE SURE TO SEE THE NEW RANGE—

TEMPTING LUXURIOUS

AND

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and

DINING CHAIRS

ON

STAND 20A

FURNITURE EXHIBITION

EARLS COURT

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NEW BLUE RIBBON LIVING ROOM FURNITURE

NEW — SENSATIONAL NEW-ACTION SETTEE-BED

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ALL THIS and much more awaits you at

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STAND 4S

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myer's

comfortable are on stand 17C

GROUND FLOOR

When your feet begin to make themselves felt, it is worth remembering that Stand 17c is, to all intents and purposes, a Recuperation Centre. Roger Myer and his merry men will be here to welcome you and make you feel at home. Also in attendance will be a full range of Myer's comfortable beds and divans, and examples of Myer's clever occasional tables. You can look, ask questions, or simply snooze, just as you like. There is a small charge for bed *and* breakfast!

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PATENTED THROUGHOUT THE WORLD

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See our NEW range of—
SETTEE BEDS, CHAIR BEDS
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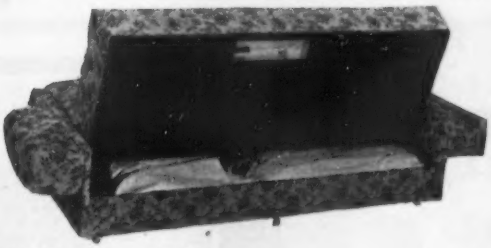
The "Bed-Max" patented settee-bed, the newest Benmax model, has been designed to bring together all the finest points of comfort and luxury in modern upholstery



CHAIRS TO MATCH

An unusual and specially large storage space ensuring complete disposal of all bedding and linen

AVAILABLE IN A WIDE RANGE OF COVERINGS

CONVERTS INTO A SUMPTUOUS BED WITH DETACHABLE HEADBOARD

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The outstanding success of our KITCHEN CABINET MODEL 160 incorporating SUPERAKS at the 1953 Furniture Trade Exhibition, where it was TELEVISED as one of the most advanced features, at the same time receiving very favourable comment from the leading newspapers and magazines (this cabinet has since been awarded the GOOD HOUSEKEEPING INSTITUTE CERTIFICATE. Look for yourself how many other Kitchen Cabinets have this certificate) has inspired us to develop this new Crockery storage and drying unit. Our aim is to supply the want of people who wish to avail themselves of this modern, hygienic and labour-saving method of washing up, but who already have adequate Kitchen Cabinet storage.

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EARLS COURT

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The 'NEW KINGTON' Suite in Walnut with 4 ft. Robe; 3 ft. Gents Fitted Robe; and 3 ft. 6 in. Dressing Table.

Blockboard Doors
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(NEAR WARREN STREET UNDERGROUND)

From MONDAY, FEBRUARY 15th to FRIDAY, FEBRUARY 26th inc.

9.30 a.m. to 8.30 p.m.

NEW DESIGNS in Bedroom and Dining Room Suites — also Extended Range of Princess Furniture

FREDERICK TIBBENHAM LIMITED

TURRET LANE · IPSWICH · SUFFOLK

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BRITISH FURNITURE TRADE EXHIBITION

STAND 21 C EARLS COURT FEB 15TH-25TH 1954

for

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OF HUDDERSFIELD

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BAIT

which determines the

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In selling—as in fishing—it's largely the BAIT which determines your CATCH. When it comes to casting SURE-SELLERS, Ralph Toper is a past master. Ralph Toper has customers who KEEP ON BUYING, because he consistently gives them lines which KEEP ON SELLING!

. . . use the RIGHT BAIT and INCREASE YOUR SALES

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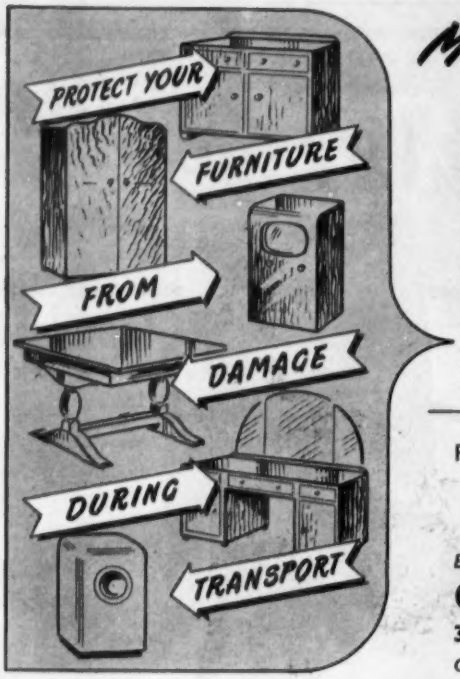

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PROTECTIVE TRANSPORT COVERS

For all types of Furniture
WIRELESS and TELEVISION SETS
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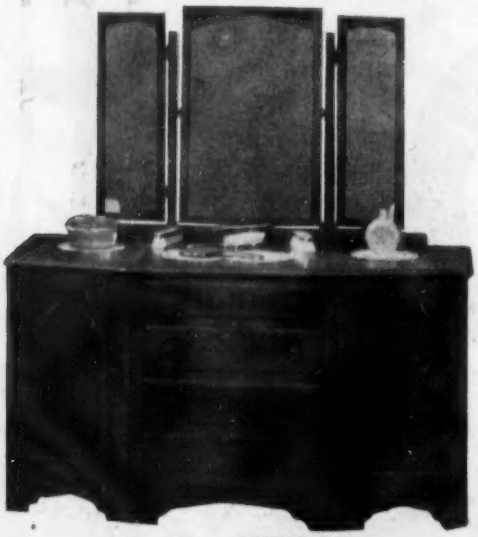
ONE OF THE PIECES FROM THE "CROYDON" INTERCHANGEABLE RANGE



EARLS COURT
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Quality First

D. F. WEBBER & HARRISON LTD.

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British Furniture Trades
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Earls Court
February 15-25

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104/48A

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"BEAUTILITY"

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for

DINING ROOM FURNITURE

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STANDS 19A-2Q-26B

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IN CARVED OAK DINING ROOM SETS

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will be showing at the

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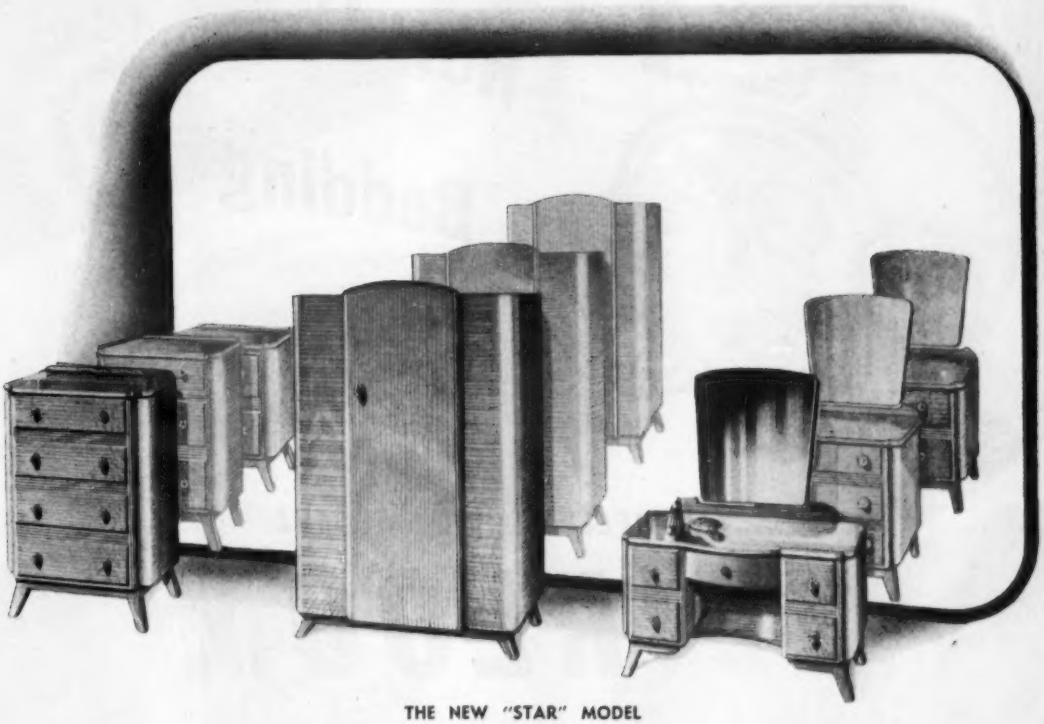
12 noon—10 p.m. · February 16th-25th

WITH a new selection of . . .

TRADITIONAL and CONTEMPORARY DINING SETS IN MAPLE BURR, WALNUT AND OAK

COCKTAILS WILL BE SERVED

The fabulous People's Suite — now in 3-D



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MODERN, NEAT, PRACTICAL – and INEXPENSIVE!

3 CHESTS	3 WARDROBES	3 DRESSING TABLES
TWO DRAWER	30" WIDE	TWO DRAWER
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FOUR DRAWER	46" WIDE	KNEEHOLE

3 COLOURS – LIGHT, GOLDEN, LIMED OAK

All pieces are interchangeable

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SEE *The People's Series* AT

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EARLS COURT—15-25 FEB.

How to wake up Bedding Sales!

. . . SELL THE SUCCESSFUL

HEIRLOOM

SPRING INTERIOR MATTRESS

Wherever HEIRLOOM Mattresses are sold, the demand is steadily increasing. This year there are confident expectations of a further extension of the HEIRLOOM market.

Made by Remploy, HEIRLOOM Mattresses conform in every way to British Standards Specification 1877. There are five attractive models, all guaranteed for five years, and each offering outstandingly excellent value for money.

It would be a good idea to write for full details *now*.

Get on to HEIRLOOM Mattresses and you can sleep soundly in the knowledge that you are on a very good thing.

All enquiries to the Manufacturers **REMPLOY LIMITED** (DEPT. FW 7)

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Dealers can count on prompt delivery and enthusiastic co-operation from the Manufacturers.

POWERFUL ADVERTISING

Beginning February . . . a powerful advertising campaign for Heirloom Mattresses will appear in the principal newspapers of certain extensive areas.

This distinctive showcard is an excellent sales aid. It should be in your shop. Link up now.

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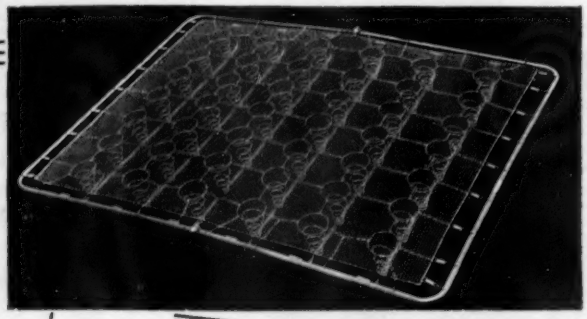
"RANGER"
(REGD.)
WIRE MATTRESS

The SIDHIL "Ranger" only half the weight of a normal mattress, is still in the no-tax class, and yet in a class apart from the usual rather grim black and red oxide angle iron mattresses.



- Supplied in lovely shades.
- Made in seamless tubing of exceptional strength, leaving no edges or angles to trap the dust.
- Rustless woven wire top over all those spiral and tension springs giving greater resilience and comfort.
- Special knuckle hinges, with simple locking device.
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- Tested and proved with complete satisfaction.
- A modern labour-saving mattress.

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THE

"PRIDE-O'-HOME"

RANGE OF

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IS DISPLAYED ON

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(GROUND FLOOR, WEST BROMPTON ENTRANCE)

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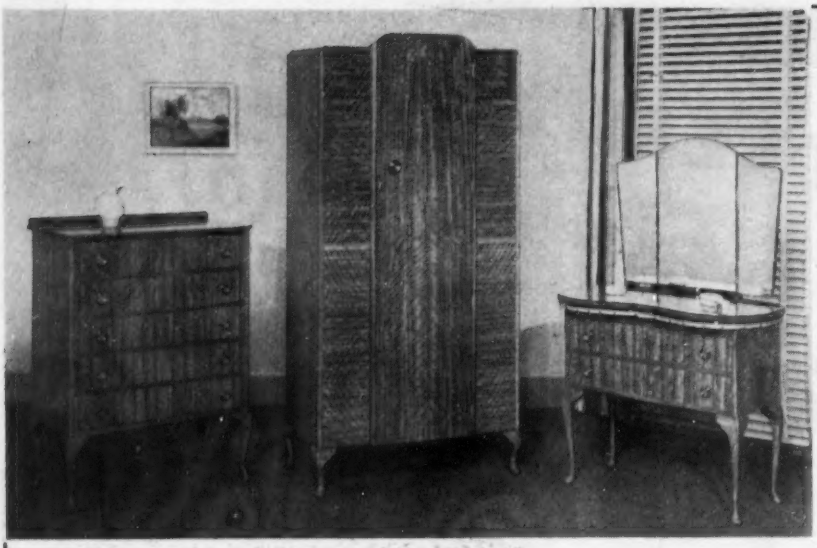

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The Windsor II

QUEEN ANNE

Suite

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ALL PIECES SUPPLIED SEPARATELY

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3 Piece Suites,
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they will appreciate Marcus productions

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EARLS COURT

Hall Robes 2' 6" and 3'
Bookcases
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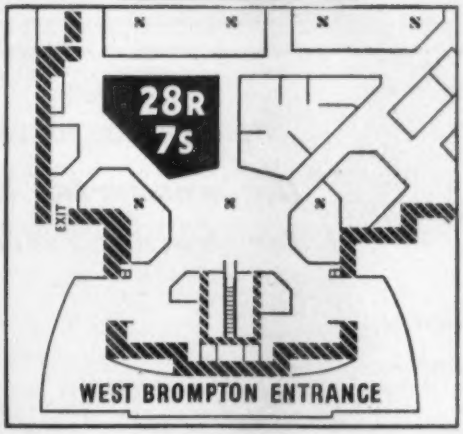

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The 1954 range of "Fitrobe" Fitted Wardrobes and Hallrobes is finer than ever and prices are lower.
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Designed

TO SATISFY EVERY CUSTOMER

10 New Models

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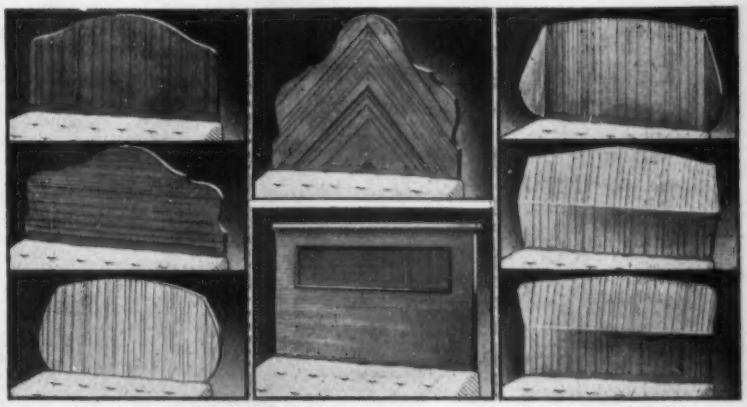
New Distinctive Headboards

New Distinctive Headboards ensure that your customers can match their Vono Bed exactly with their individual bedroom furnishing styles. And each is built from sturdy, well-seasoned timbers. You'll find shoppers particularly interested in the exclusive "tilt-back" headboard for contemporary style Vono Beds



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Tastefully designed, arresting display material (giving your customers the good news about Vono Beds) is freely available. It includes leaflets giving full details about the great new range, colourful showcards and other powerful sales aids. *Remember—it pays to display.* These display units are your silent sales force. Ask your Vono representative all about them next time he calls on you.

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They'll sell on Comfort

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Before the new range of Vono Beds was designed, a thorough study was made of current trends in public taste—with particular attention to cover and headboard designs. This way, Vono designers knew which features would guarantee a big demand among your potential customers. That's why you'll do such good business with the new range.

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SEAL OF GUARANTEE
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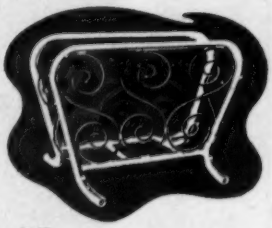

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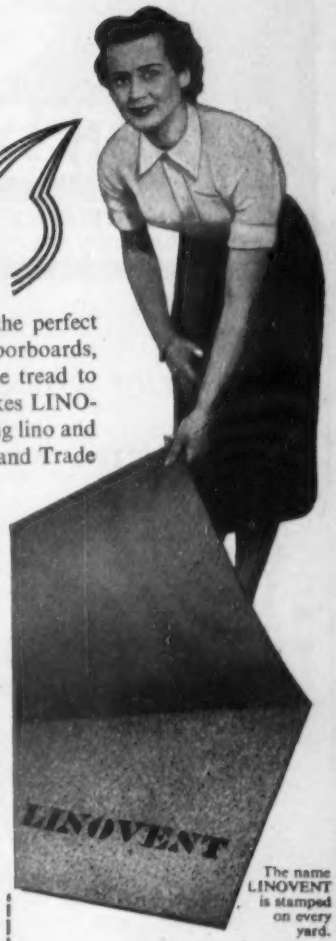

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Furniture Exhibition Earls Court

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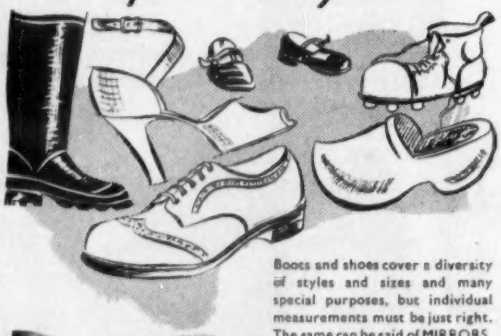
All shapes and sizes



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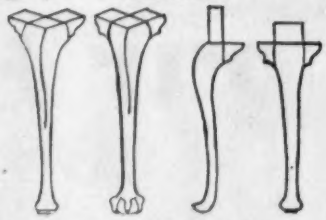

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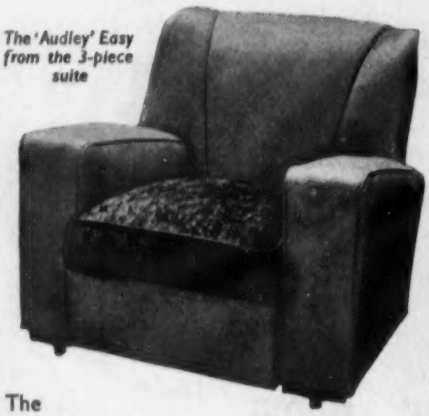

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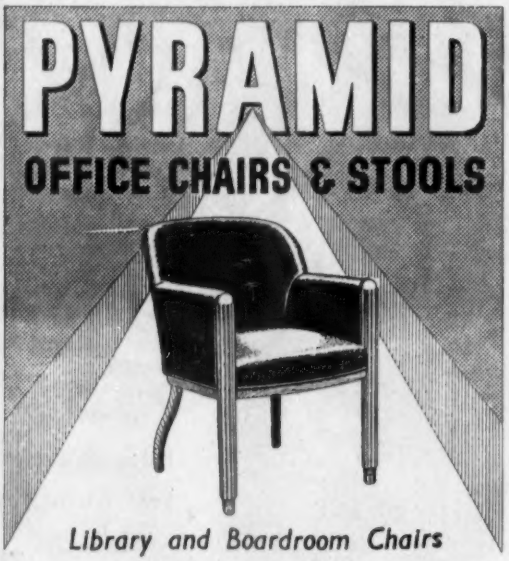
OFFICE CHAIRS & STOOLS



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"BASILDON"

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WASHABLE · SCRATCH PROOF · DIRT RESISTING

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STAND 1Y

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CVS-19

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IN COLOURS THAT BLEND

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CITY ANALYST'S LABORATORY
138 BATH STREET, GLASGOW
30th April, 1907

Report on the Carpet Wool prepared by the Purified Flock and Bedding Company, Ltd.

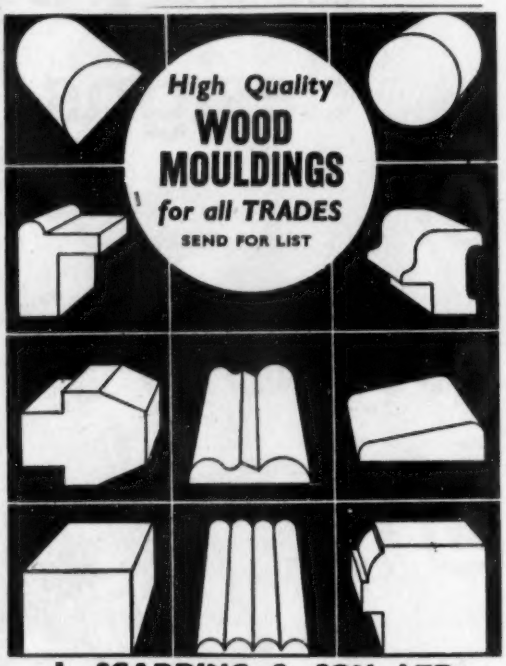
I have made a careful Chemical and Bacteriological examination of an average sample of the Purified Flock and Bedding Company's "Washed and Purified Carpet Wool," and I find that it is a very clean and pure material, and I am of opinion that it is well adapted for bedding purposes.

JOHN CLARK, Ph.D., F.C.S., F.I.C.
Public Analyst for the City of Glasgow, and the Counties of Lanark and Renfrew, &c.

Continued progress in methods of manufacture have been made since this report on our Washed Flock in 1907 and we cordially invite our customers and friends to come and inspect our factory and testing records and see how good washed and sterilized flock is made.

THE
PURIFIED FLOCK & BEDDING
CO., LTD.

SPRING AND HOLCOMBE MILLS
NAILSWORTH GLOS.



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Phone: 56032-56033

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Furniture Manufacturers,

KITCHENER ROAD, HIGH WYCOMBE, Bucks

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CASTLE

unit furniture

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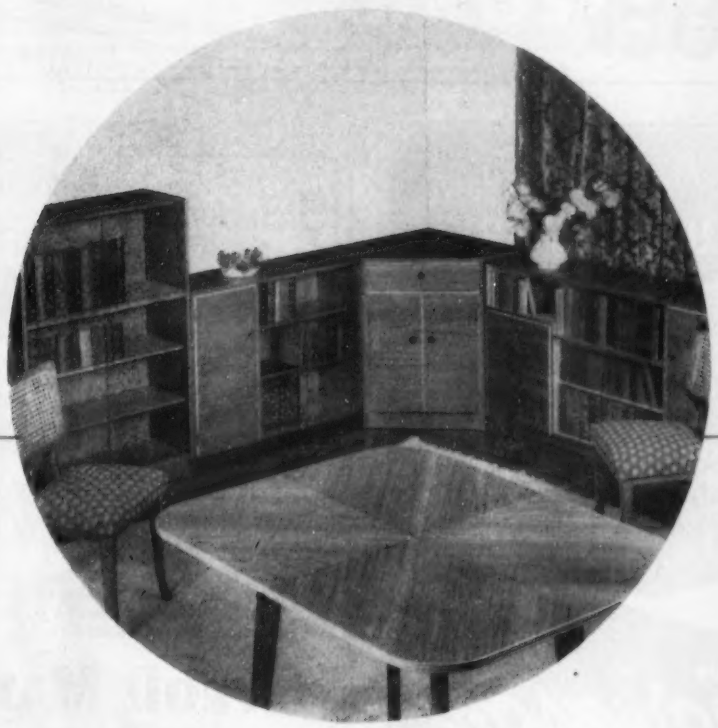

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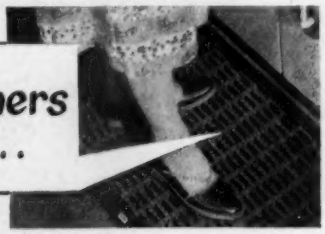

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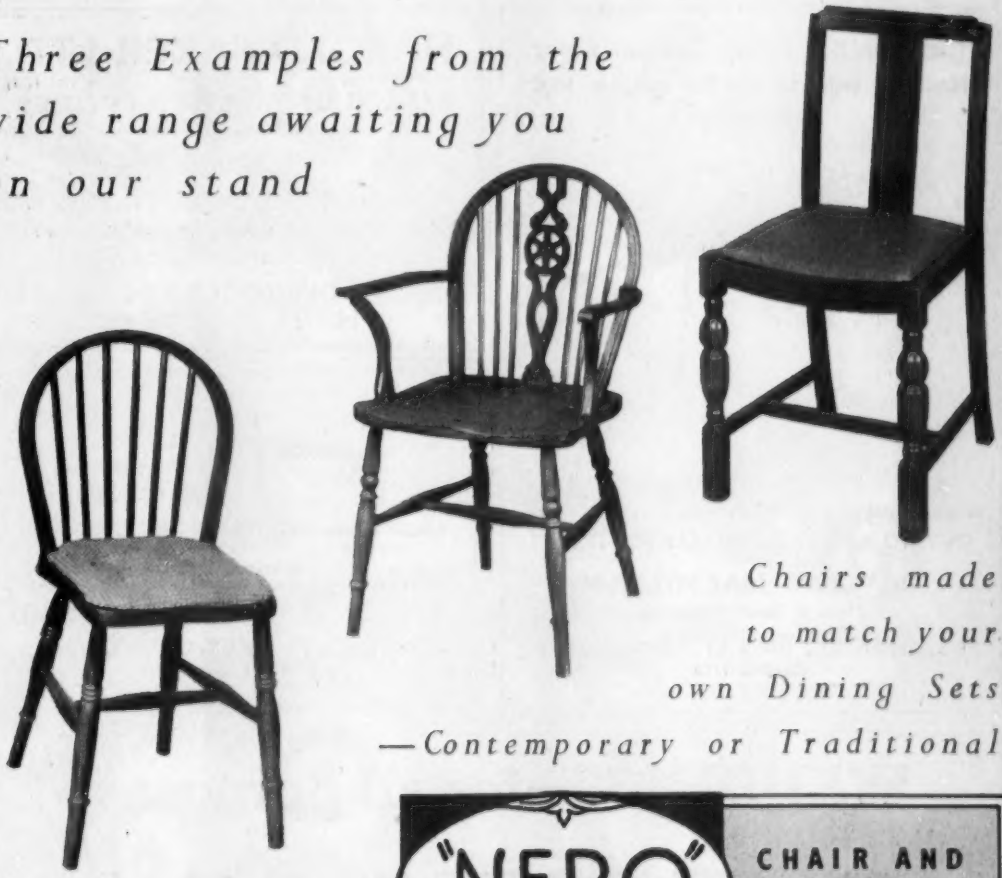

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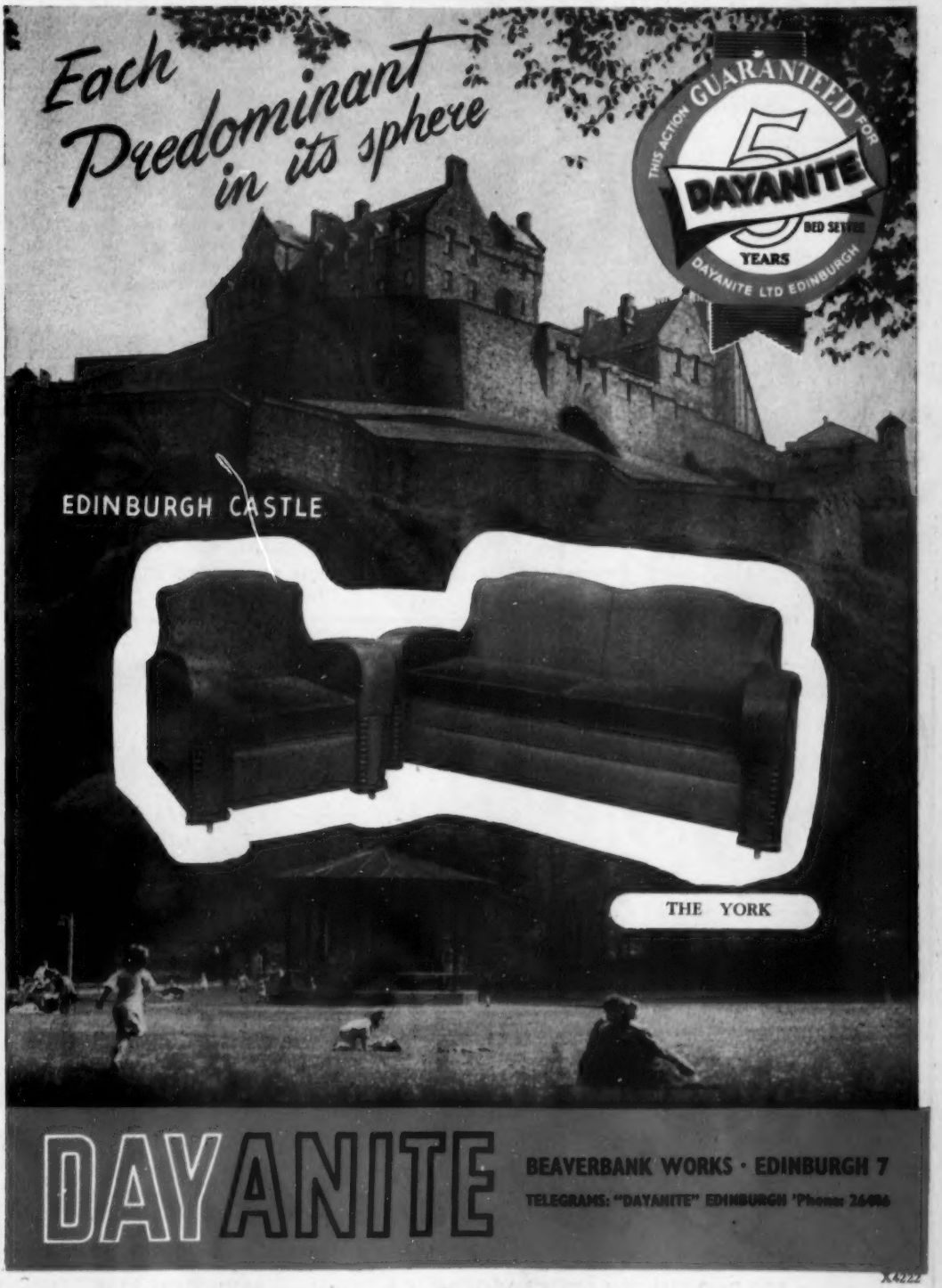
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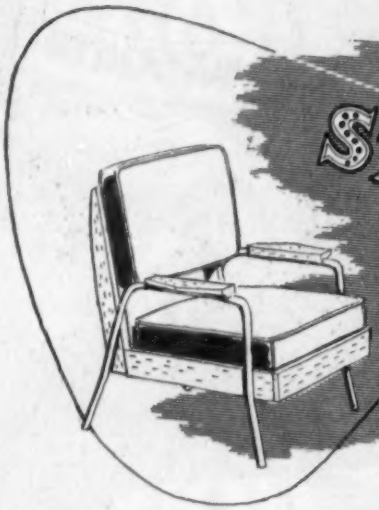

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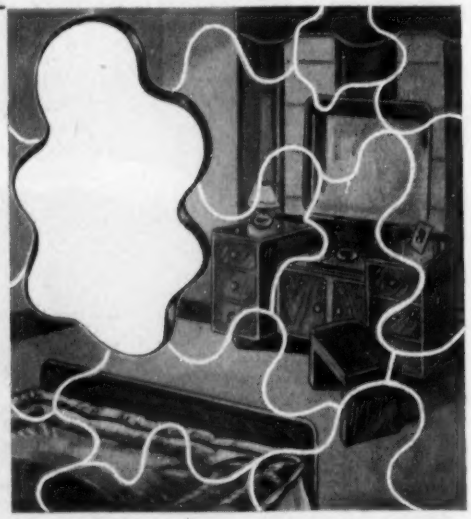

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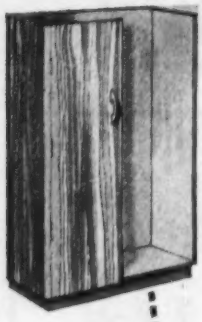

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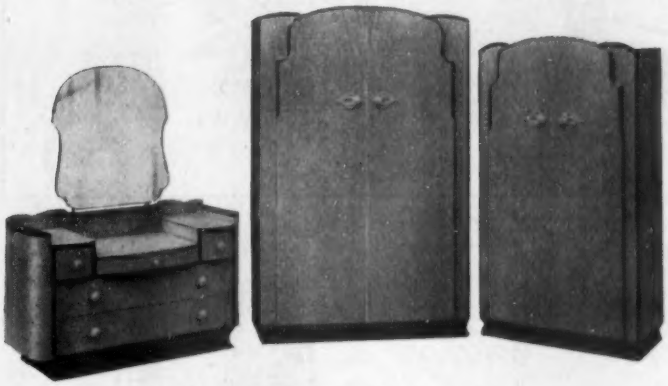

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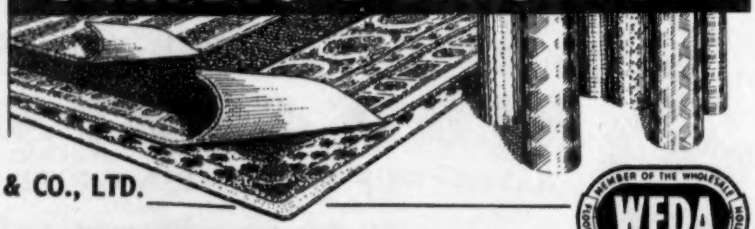

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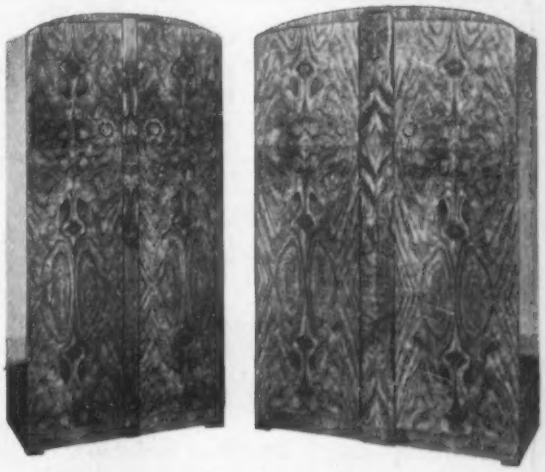

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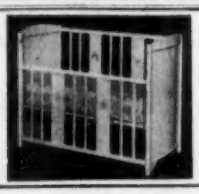

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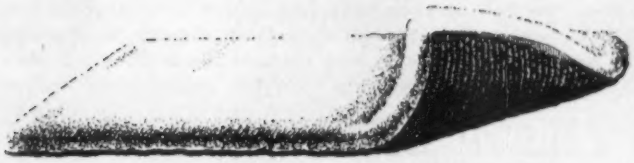

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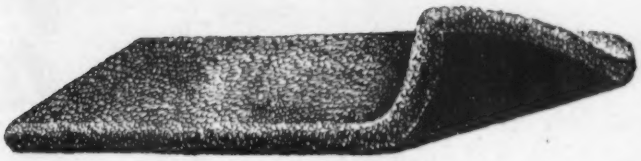

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Radio Times advertisement to appear continuously throughout the year. People sending for leaflet will be given name of their nearest Serenity stockist—this could mean YOU.

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Unusual, appealing chair back display printed in yellow, maroon and grey. Also available spot gummed for use as window bill.

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Free advertisement blocks, with space for your name and address, for your own local advertising. (Size 3" deep x 3½" wide).

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Starting now Serenity Chairs will be nationally advertised—right through the year—in the Radio Times. Millions of people will see these advertisements and thousands of them—in your area—are potential customers for the only chair with the unique, built-in foot stool. Link your house with this big campaign from the start and capture your share of the handsome profit that will result.

Display material and advertising blocks, shown here, are yours free for the asking. Don't miss our representative when he calls—he means business—big business!

Serenity
CHAIRS

See the full range of Serenity chairs on Stand 14W BFM Exhibition.

GEORGE HENSHER LIMITED, ZENITH WORKS, WALLIS ROAD, LONDON, E.9

Vol. XXXVII. No. 682 FEBRUARY 19, 1954

Furnishing World

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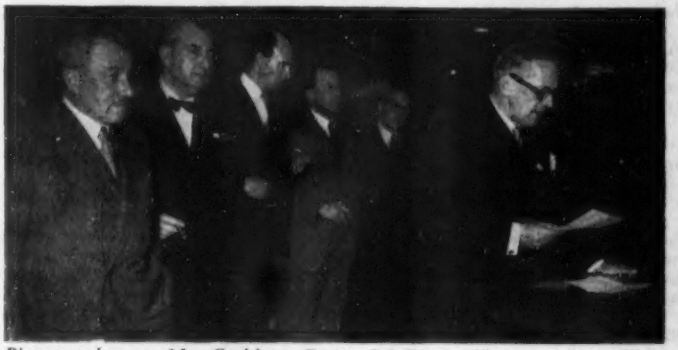
Cuthbert Greig, Opening Earls Court Show, Says:

Optimism is Justified

Biggest-Ever Exhibition



Picture taken as Mr. Cuthbert Greig, C.B.E., president of the B.F.M., accompanied by many trade leaders, declared the Exhibition open at 2.30 on Monday afternoon.

THE exhibition was formally opened at 2.30 on Monday by Mr. Cuthbert Greig, President of the B.F.M., who was accompanied by many trade leaders.

Mr. Greig said:—

"It is the privilege accorded to the President of the British Furniture Manufacturers' Federated Associations to open the annual B.F.M. Exhibition. This gives him an opportunity, on behalf of the Industry, to express to Mr. Sunley, chairman of the Exhibition Company, and to all those who have given him such generous assistance, its gratitude for the many hours of hard work necessary to stage a show of this character.

"Our thanks are particularly due to Mr. Sunley and his helpers this year because of the way they have shouldered the added anxieties thrown upon them as a result of an industrial dispute to which we in the furniture industry are not a party. I would here like to say, on behalf of the B.F.M., how grateful we are to the exhibitors for the understanding way they have accepted the difficulties resulting from this situation.

"I am quite sure that the last thing in the world you want is to be given a lot of figures, but **you may be interested to learn that there are 298 exhibitors this year, 63 of whom did not show at the exhibition held last year at Earls Court, and 27 firms amongst them have never shown before at Earls Court.**

"The stand space occupied is 240,000 square feet, which is some exhibition, and is 30,000 square feet more than the space occupied last year, so that you will understand that, taking all into account, the exhibition company are fairly satisfied with the situation up to this point.

"Everyone I have met this morning round the exhibition seems to be in a reasonably optimistic state of mind, and in the long term I think furniture men are justified in such an outlook. If there is one thing which is certain, it is that the people of this country are paying more and more attention to the furnishing of their homes. They are insistent upon securing furniture of good design and sound and durable construction.

"Television, which some people have thought to be a serious competitor with furniture for a share in the family budget, seems to be resulting, in consequence of more time being spent at home, in more frequent changes being made in furniture and of new furniture being purchased.

"People going into the increasing number of new houses are stimulated as they turn them into homes to furnish on a higher standard and, although this is a trade show, we do invite the public to attend, as the wide variety of articles on offer must still further increase interest in the products of our industry. This year we are to be visited by a large number of senior students from schools and colleges, which we think is a most interesting and satisfactory development and must assist in the growth of a new furniture-conscious generation."

OUR REPORT

on many of the outstanding exhibits at Earls Court, with pictures taken on the opening afternoon . . .

BEGINS PAGE 88

Upholsterer's Place Being Taken By "Skilled Assembler"

IS the skill of the upholsterer used to the full extent in these days of contemporary furniture? queried Mr. W. F. Barton, of Connolly Bros. (Curriers) Ltd., speaking at the fourth annual dinner of the North Midlands Branch, Association of Master Upholsterers, in Nottingham, last week.

Mr. Barton, who was proposing the A.M.U., said the modern tendency of some of the so-called upholstery seemed to him to be devoid of the craftsman's skill.

He knew that particular district was renowned to-day for its high class work and that some of the finest upholstery work came from Long Eaton.

All the same, one had only to look into furniture showroom windows to see the vast numbers of chairs that consisted of a frame, tension springs and fabric-covered foam rubber.

He was not condemning this material, but merely pointing out that the craftsman had very little scope to show his skill. Perhaps it was what the public wanted to-day. It might be that fashion was changing or that the housewife did not want heavy furniture to push around.

On the other hand, the price factor might have a considerable bearing on public demand.

He felt that if manufacturers continued producing this type of work the need for the skilled upholsterer would almost disappear and in his place they would have the "skilled assembler."

What was the future of the apprentice? Perhaps the national president would give the answer.

Replying to the question of apprenticeship, Mr. J. C. Brown, national president, contended that the days of the apprentice were not exhausted, despite modern mass-production methods. There was a particular need for them in the small manufacturing and repairing businesses, where specials and that "little something different" were catered for.

Speaking of some of the work of the association, the president said their national council was pressing for representation on the J.I.C. He felt they should have a voice in these matters, and recently a further move towards recognition had been made.

A labels scheme for work carried out by members was intended to emphasise quality and craftsmanship. It would be given publicity in the trade and local Press, aiming in the latter to educate the public to look for the label as they would be a brand name. It was one way of the trade introducing their own standard.

Welcoming the ladies and visitors, Mr. G. F. Brown (chairman) said they regarded it as a great compliment to have so many guests present.

Response was made by Mr. H. J. Liversidge (Standard Upholstery Co.), a member of the Magic Circle, who later entertained. Toastmaster was Mr. R. Kemp (Hollins Mills).

At the North Midland Branch, Association of Master Upholsterers' dinner in Nottingham. From the left are Messrs. H. Roberts, B. Dunn (secretary-treasurer), W. F. Barton (Connollys), J. C. Brown (president), G. F. Brown (chairman) and H. J. Liversidge (Standard Upholstery Co.).

Disclaimer

We are asked by H. W. Wells, Ltd., manufacturing upholsterers, 26 Old Nichol Street, Shoreditch, London, E.2, to say that they have no connection with the firm of H. W. Wells, Ltd., for whom a receiver has been appointed.

Deaths in the Trade

Mr. R. Driscoll

The death is announced of Mr. Robert Driscoll, a former chairman of Kennards of Croydon. Born in Australia, he began as a window-dresser in London in 1911.

Mr. Driscoll, who died in Gibralter, was 69.

* * *

Mr. W. J. Brown

Mr. William J. Brown, senior partner in the old established furniture manufacturing firm of E. Brown & Sons, Llanidloes, died last week. He was 88.

* * *

Mr. F. B. Sellars

Mr. Frederick B. Sellars, who has died in Kidderminster General Hospital at the age of 57, had been costs controller at Carpet Trades, Ltd. since 1945.

At Carpet Trades he was actively identified with the social life of the firm. He was a vice-president of the sports club and of Carpet Trades Operatic Society.

Mr. J. H. Wilson

The death is announced of Mr. J. H. Wilson, chairman of Evered & Co., Ltd., Smethwick, Staffs., one of the founders of the Metallic Bedsteads Association. He was 77.

Eastern's Man Wins Display Contest

AT three o'clock on Monday, Miss Sylvia Peters, the television star, presented the Ronson National Window Display Trophy and a prize of £50 to Mr. Rawlinson, manager of the Tottenham Court Road branch of Easterns, Ltd.

The competition was organised by Ronson Furniture, Ltd., to encourage the raising of display standards in the furniture trade.

Ronson's also ran a "Walk in and win £50" competition for the consumer. This was won by Mrs. Anne Cippin, of Northampton, who suggested "Dwell" as a brand name for Ronson products. All the firm's furniture will now be sold under this name.

Storey's Fabric Show

A special display of new fabrics and co-ordinated colour schemes was opened by Storey (Fabrics), Ltd., at 53 Rathbone Place, London, W.1, on Monday. It will continue until the end of the month.

London Co-op. Buy J. R. Roberts of Stratford

Premises But Not Name or Goodwill

THE premises of J. R. Roberts Stores, Ltd., at 78 to 102 Stratford Broadway, London, have been sold to the London Co-operative society, Ltd., by Hide & Co., Ltd., who own all the issued share capital of J. R. Roberts.

Hide's are not disposing of the name or goodwill of J. R. Roberts, and the sale in no way affects the subsidiary, J. R. Roberts (Southend), Ltd., which is being retained by Hide & Co.

The London Co-op. intend to use the Stratford premises as a departmental store.

J. R. Roberts Stores, Ltd., has been established for more than 80 years, and is one of the best known departmental stores in East London.

It has a frontage of 250 feet to the Broadway, in one of the most prominent multiple trading positions in the locality.

Departments include soft furnishings carpets and linoleum, and cabinets.

Hide & Co. wish it to be known that the reason for their decision to dispose of this business is because the type of trade is not commensurate with most of their existing units.

The contract provides that the London Co-op. not only purchases the whole of the freeholds, but also the stock-in-trade, fixtures and fittings, rolling stock, the hire-purchase contracts and book debts.

Completion is expected to take place early in March. Wm. Houghton & Sons, 7 & 8 Chandos Street, Cavendish Square, London, W.1, negotiated the transaction, acting between the parties.

Wades To Open in Manchester

After £150,000 Leeds Store Deal

THE firm of Wade's Furnishing Stores, Ltd., who recently bought the business and property of Dale's Furnishing Stores in Briggate, Leeds, for about £150,000, have now taken the lease of premises in Oldham Street, Manchester, opposite C. & A. Modes and three doors from Woolworths. They are actually bigger than their Leeds property.

Big alterations are now in progress and the store, when completed, will be one of the most important devoted entirely to furniture in Manchester. It will have an approximate floor area of 19,000 sq. ft.

It may be three months before the store is opened.

Co-directors of Wades are Mr. P. H. Kelsey and Mr. H. Freeda.

M. Morris Cabinet Makers To Be Wound Up

AN extraordinary meeting of shareholders of M. Morris Cabinet Makers, Ltd., will be held at Winchester House, Old Broad Street, London, E.C.2, for the purpose of voluntarily winding up the company with Mr. Clifford Barclay, F.C.A., 22 Upper Grosvenor Street, W.1, and Mr. Geoffrey Morgan, F.S.A.A., 36 New Broad Street, E.C.2, as joint liquidators.

Negotiations are now proceeding for the sale of the freehold of the factory with the benefit of the Crown lease, which it is hoped will result in a satisfactory price being obtained.

Big Extension at Sunderland

Right: Mr. Raphael Grantham.

THE North-East furnishing house of J. & R. Granthams have almost completed an important reconstruction scheme at their Blandford Street, Sunderland, store.

The adjoining premises were taken over at the end of last year, the whole of the interior walls demolished and a new shop front fitted.

This has now given Grantham's a frontage of 80 ft. and a depth of approximately 100 ft. on two floors of the building.

A sleep shop is an innovation.

Mr. Raphael Grantham told a *Furnishing World* reporter: "We are pleased with the rate at which the new extension has been completed and it will certainly provide us with very necessary additional showroom space. It is interesting to note that the floor space at our Sunderland store has been increased tenfold since we began in business."

The firm has also branches at Jarrow and South Shields.

Buys Carpets for Hide's

MR. F. STANLEY, carpet buyer for Wright Bros., Ltd., Richmond, Surrey, has now been appointed buyer for Hide & Co., Ltd., Kingston, Surrey.

He will be responsible for the buying of both stores, and will operate from Kingston.

John Harrop Quits Family Firm

To Start Own Business

WE are informed by Mr. John Harrop that he has resigned his post as director and general manager of John Harrop, Ltd., the Manchester furnishing store.

Mr. Harrop hopes shortly to begin business in the retail trade on his own account.

The business of John Harrop, Ltd., Ltd., was originally started by Mr. Harrop's great-grandfather in 1874, and was solely a family business until October, 1952, when Phillips Furnishing Stores, Ltd. bought the Ordinary share capital.

Eleven branches in Lancashire, Cheshire and Yorkshire are operated by the company.

Only one member of the Harrop family, Mr. Anthony Harrop, now takes an active part in the business.

Canadian Buyer Here Soon

Mr. F. G. Chester, bedding buyer for the Canadian store group of Robert Simpson Co. (London), Ltd., will be visiting this country early next month, and can be contacted at the firm's London offices at 12 New Burlington Street, W.1, between March 1 and 6.

News from F.T.B.A. Areas

New Home Should Be On Lancs Coast, Says Stanley Perring

A CONVALESCENT home situated along the Lancashire coast, would do much to stimulate increasing interest in the F.T.B.A. among north country furnishers, Mr. Stanley W. Perring, National President, emphasised at the annual banquet and ball of the Manchester Area Branch, held at the Grand Hotel, Manchester, last week.

Mr. Perring, who was replying to a toast to the F.T.B.A., proposed by Mr. J. W. Wright, President of the Manchester Area Branch, recalled that last year he had contended that the F.T.B.A. should collect £50,000 during its jubilee year. That target had not been reached, but they had gone an appreciable way towards it by collecting £43,000.

While that would not have been possible without the support of hard-working area committees, he felt that the furniture trade of Great Britain could well afford to subscribe £50,000 a year to the F.T.B.A.

The Manchester Area Branch had doubled its previous total of £600 by collecting £1,200, and it had represented a very fine effort.

Pointing out that he would vacate the office of National President at the end of May, Mr. Perring said that much had been achieved during the past 18 months. They had got the two-pence-a-week scheme well under way, and work was proceeding on the question of a northern convalescent home.

The idea was to locate such a home along the Lancashire coast. If not this year, it should be opened next year, and he believed it would give an extra filip to the work in the north.

Mr. Wright paid tribute to the wonderful work of the ladies' committee, under the energetic leadership of Mrs. Lasker, in furthering the work of the branch and spoke of the trade's duty to give a helping hand to those who met with misfortune.

Proposing a toast to "Our Guests," Mr. J. Bruce Walker, Branch Chairman, declared that Mr. Perring's work as National President would be long remembered. Mr. D. Davies, Leeds, Bradford and District Area President, briefly responded.

A tombola conducted by the ladies' committee offered more than 200 prizes.

Retailers and manufacturers get together at the Manchester Area F.T.B.A. Branch banquet and ball. Left to right: Mr. I. Hyams, northern supervisor of the Times Furnishing Co., Ltd., Mr. J. W. Wright, of Kendal Milne's who is Branch President, Mr. W. Isaacs, Segal and Isaacs Bros., Ltd., Mr. Stanley W. Perring, F.T.B.A. National President, and Mr. G. K. Latimer, E. Moorhouse (Apex), Ltd.

D. Y. FRENCH OF HAMPTONS IS NEW F.T.B.A. PRESIDENT

AT a meeting in London on Tuesday, Mr. D. Y. French, M.B.E., managing director of Hampton & Sons, Ltd., was elected National President of the F.T.B.A.

He takes office on July 1.

Operatives Join In Notts Social

SEVENTY tickets were sold for a darts match and social evening held jointly last week by Nottingham and South Notts Branch F.T.B.A. and members of E.N.E.F.C.O., a club run by members of George Hopkinson, Ltd., Nottingham.

This is the first occasion furniture operatives have been invited to co-operate in a social evening for the benefit of F.T.B.A. funds.

Result of the darts match resulted in a clear win for E.N.E.F.C.O., with four matches to three in the doubles, and two to nil in the singles. A book trough, made by an F.T.B.A. member, was presented to the highest scorer in another darts contest for the funds.

Present were Mr. B. J. Williams and Mr. M. H. Coupe, chairman and vice-chairman respectively of the branch, and Mr. F. James and Mr. L. Burbidge, directors of G. Hopkinson.

* * *

It has been suggested that the Nottingham F.T.B.A. cut down the price of admission and make dress optional, to encourage greater attendance, at the next Kingsleigh Ball on October 26.

Golfers are reminded that the annual golf competition has been arranged for April 29 at Chilwell Manor Golf Club, near Nottingham. It is possible an informal dance will follow in the club house.

S. Turner Back in Production

IN June, 1952, a disastrous fire practically wiped out the factory of S. Turner (Cabinet Works), Ltd., 38 Crawley Road, London, N.22.

After considerable delay in having plans passed, the new factory has been rebuilt on the existing site and is now in full production.

This firm have been manufacturing furniture close on 50 years, and make a speciality of bedroom furniture, mainly bedroom suites in veneered walnut and oak.

The new building is on two open floors covering 20,000 square feet, well lighted, and centrally heated.

The installation of the modern plant includes the newest woodworking machinery units for speedy production.

There is a new four-berth electrically controlled spray booth department, also a modern thermostatic controlled veneering plant, for the production of the latest designs in waterfall doors and tops.

Mr. Harry and Mr. Michael Turner are in charge of Sales and Production.

Ex-Director and Auditor Accused of False Statements on Company's Assets

Wake & Dean Case May Last Seven Days

Conspiracy Charge Added

TWELVE summonses against the former managing director of a Yatton (Somerset) furniture-manufacturing firm, and five against an auditor, were read out at Flax Bourton, Somerset, on Monday.

It is estimated that the hearing will last seven days.

The men were: Percy William Wake, of Abbey Gate, Beach Road, Weston-super-Mare, former managing director of Wake & Dean, and Hubert Clive Stone, auditor, of Norfolk Street, Strand, London, W.C.

The summonses were brought under the Prevention of Fraud (Investments) Act, the Companies Act, and the Larceny Act.

Mr. Norman Skelhorn, Recorder of Bridgwater, prosecuted.

Two summonses against Wake and two against Stone alleged that they induced Northcote & Co. to enter into an agreement for the acquisition or underwriting of £300,000 of four-and-a-half per cent first mortgage debenture stock (1970-81), by making a false statement that the current assets of the company for the year ended June, 1950, in respect of stocks and work in progress, amounted to £641,607.

"Untrue Prospectus"

Wake was further accused of issuing a prospectus containing an untrue statement concerning the current assets of the company, and Stone was alleged to have aided and abetted him.

Issues of reports and accounts for 1950 and 1951, alleged to be false, were the subject of two further summonses against each of the men.

The remaining seven summonses were all against Wake, and alleged that he fraudulently misapplied or converted to his own use company money, the total mentioned in the charges being over £2,736.

Mr. Skelhorn told the magistrates that the charges all concerned the affairs of Wake & Dean, a public company, of which Wake was first appointed a director in 1901 and remained director until his resignation last March.

"He was for very many years the managing director until his appointment was cancelled in November, 1952, and he was really in absolute control of the company.

"The directors were mainly employees of the company appointed at Mr. Wake's instigation. One man, for instance, was appointed a director, but at board meetings, after the completion of the works report and before financial matters were gone into, he was told that his presence was not required any longer.

"He was in receipt of only half the director's remuneration but it is not suggested that there was anything wrongful in this connection."

£300,000 Issue

On August 26, 1950, it was arranged at a board meeting that a director named Curtis should interview the solicitors, registrars and stockbrokers of the company, for the purpose of raising new capital for new plant and equipment.

It was agreed to issue £300,000 of four-and-a-half per cent first mortgage stock dated 1970-81. In the course of arranging for the issue of that stock, it was necessary to get reports and certificates from the auditors.

Mr. Skelhorn said that Stone had, apparently since 1923, been dealing as an auditor with the affairs of Wake & Dean, and had been preparing and compiling the annual balance sheets. He was writing up the private ledger of the company and was obviously in very close touch with the company's affairs.

In August, 1951, the solicitor company wrote to Stone's firm—Stone, Porter & Stone—enclosing a proof of the requisite Stock Exchange advertisements. On August 8 a letter was received from that firm, signed by Stone, giving authority for the necessary documents to be issued.

On August 9 a meeting of the company was held at Yatton, the issue of the stock authorised and the advertisement approved. Next day the prospectus was issued.

Basis of Five Charges

Mr. Skelhorn said that it was the alleged falsity of the figure of £641,607 in that report which was the basis of the first five charges, and it was the falsity of the same figure appearing in the balance sheet on which the sixth charge was based.

"You will hear that the stock being issued was acquired by Northcote & Co. for the purpose of placing it on the market, and that they paid £290,250 to Wake & Dean, of course relying on the truth of the statements appearing in the prospectus."

The figure of £641,607 was made up of eight different figures and the prosecution alleged that three of these items were incorrectly valued for the purpose of arriving at a final figure. The items questioned were £468,274 for timber stocks; £52,970 for general stores and £116,318 for work in progress.

"The prosecution say these figures are wrong, and in their submission, intentionally wrong." At one stage Wake added 25 per cent, or £93,000, to the timber valuation.

With reference to a valuation of £10,000 for home-grown oak, stored in a public wharf in London, this

(Continued on page 82)

News From The Sales Side

Covering the county of Yorkshire for Airborne Upholstery, Ltd., is Clifford L. Rawnsley who has been in the trade for 27 years. He also represents Listers (Furniture), Ltd.

NOW that **J. W. Crouch** has left Warner & Sons, Ltd., to take up another appointment, **R. Leroy** represents the firm in the South of England, the Midlands, Northern Ireland, the Channel Islands and Eire. **J. Grant** covers High Wycombe and the outer suburbs of London.

☆ ☆

Now representing F. Austin (Leyton), Ltd., in Scotland is R. C. Robertson.

Serious Charges Against Percy Wake and Company Auditor

(*Continued from previous page*)

was purchased at 19s 6d per cubic foot, and the cost price was £9,750. But before June, 1950, 477 cubic feet had actually been delivered to the company. Here again valuation was increased by 25 per cent, making it £12,500.

Referring to the seventh summons, Mr. Skelhorn said that in the report of the directors and the statement of accounts for the year ended June, 1951, it was stated that the assets in respect of stocks and work in progress amounted to £764,308 and that the trading profit for the year was £103,866.

It was alleged that these figures were also false.

In the directors' report for the year ended June 30, 1951, was an amount of £30,000 for goods invoiced and ready for despatch. At the end of 1952 this figure had increased to £48,000.

"Increase in Sales Invoices"

"Those called in to investigate the affairs of this company have been unable to find anything about this increase in the sales invoice of £30,000, or the increase in 1952 of £18,000," said Mr. Skelhorn.

All that Stone could say about it was, "It was an estimate given me by Mr. Wake."

The charges against Wake of fraudulent conversion and fraudulent application of company money mostly referred to a number two account at Barclay's Bank, Weston-super-Mare.

"That account never figured in the company's books or records at all. To say the least of it, that shows a recklessness on the part of Stone in that matter."

It was an account credited with the proceeds of sales to members of the staff and also subscriptions to a sick fund, and it was alleged that Wake fraudulently misapplied company funds from that account.

In one case Wake lent a friend £400 and took it from the account. Another charge related to a refrigerator which was bought for £88 12s for a man named Collins, who was Wake's son-in-law. One sum of £800 which was mentioned in two of the charges related to money paid for a Daimler car.

Wake carried on a side-line as a hat trimmer and he paid a firm for hat-trimming materials from the main banking account.

For years the stock valuation of the company had been dealt with in a very curious manner by Wake.

In 1948 the stock summary showed £340,980, and Wake struck out from that £129,217 and substituted a lesser figure of £97,295. In 1949 the timber stocks showed £471,002, and this was reduced by Wake by £157,103.

"That valuation was never correct and was never intended to be correct. Wake was increasing or decreasing these totals at will and they were being passed by Stone and in due course incorporated in the balance sheet which he in turn certified."

When the representative of a firm of accountants saw Wake and said he thought the stock had been hopelessly over-valued, Wake replied: "Not hopelessly—nothing we cannot put right in four or five years' good trading."

Mr. Skelhorn said that Wake had explained that the altered figures were to bring the valuations into line with the rising price, but these figures were meant to be the purchase price or the market price, whichever was lower.

Stock Exchange Evidence

Ralph Francis Patrick Ross, of Friars Croft, Tilehouse Road, Guildford, partner in Northcote & Co., said his firm were members of the London Stock Exchange carrying on business at Northgate House, Copthall Close, London. They were consulted about the proposed issue of the £300,000 debenture stock by Wake & Dean.

"I believed all the statements set out in the advertisement, and in particular, those set out in the auditor's report.

"My firm acquired the stock and I paid to Wake & Dean a draft on Barclay's Bank for £290,250. We should not have done so had we thought any of the figures were inaccurate."

Mr. Ross, cross-examined by Mr. Faulks, agreed that he placed the whole stock issue so that his firm lost no money on it. In fact his firm were paid a fee of £787 10s. for their services.

Even before Russell, Tillett & Co., the accountants, saw him about the proposed debenture in June, 1951, he had heard the suggestion in 1950 that there might be an issue of sorts.

He agreed that an issue involving £300,000 was a matter of importance to his firm. They would not overnight make up their minds whether to handle it.

It was true that before the issue he had never seen Stone in his life, or had any correspondence with him. As from August 9, 1951, his firm was bound in law to take up the shares. It was true that the advertisement he had mentioned in his evidence was dated August 10.

Mr. Faulks: During your conversations with the company's solicitors and with Russell, Tillett & Co., had you made enquiries as to the condition of the company?

Condition of Company Known

Mr. Ross: The condition of the company was well known. It was quoted on the Stock Exchange and the results were available for everyone to see.

Asked whether, when negotiations were begun the previous June, the figure of £641,000-odd had anything to do with it, Mr. Ross replied that it certainly had, because that figure was in the balance sheet of the company.

Mr. Faulks quoted the first summons against Stone, and said it was alleged that on August 16 he induced Ross and other people to enter into an agreement for the acquisition or underwriting of the stock.

Mr. Faulks: You are not saying that on August 16 Mr. Stone induced you to do something you had already done the week before?

Mr. Ross: I have never met Mr. Stone, certainly not on August 16.

Cross-examined by Mr. Frederick Mattar, for Wake, Ross agreed that he had never seen Mr. Wake during the negotiations. He agreed that he had almost decided to acquire the issue before the advertisement was compiled.

Conspiracy Charge

When the alleged false statements case continued on Tuesday an additional charge—that of conspiracy—was brought against Wake and Stone.

The charge was that Wake and Stone between June 30, 1950, and

(*Continued on page* 84)

Disclaimer

The Press Association say they have been asked by Porter & Gee, trading as Stone, Porter & Stone, incorporated accountants of 14 Norfolk Street, Strand, London, W.C.2, to state that they have no connection with Hubert Clive Stone of Stone, Porter & Stone, also of Norfolk Street, the firm mentioned in this case during Monday's proceedings.

Pickard & Macnair Have Merged

THE share capital of W. Pickard & Co., Ltd., and A. Macnair & Co., Ltd., will in future be held by Pickard, Macnair & Co., Ltd.

Although the two finishes companies will continue to trade under their separate names the integration of activities that will result from the formation of this holding company will lead to considerable advantages from the customer's point of view.

The reputation of these old established companies will be still further enhanced by jointly planned research on the current needs of industry and the latest raw materials now or shortly to be available.

The three separate factories situated in Sheffield, Manchester and High Wycombe will be able to concentrate on those lines which they are best fitted to produce, giving still higher efficiency. The number of lines produced both for home and export markets will be increased and the technical service of the factories will be co-ordinated to give maximum benefit to users.

Two Firms Wound Up

MR. JUSTICE WYNN-PARRY in the Chancery Division on Monday made an order for the compulsory winding-up of Stifman Furniture, Ltd., on the petition of the Commissioners of Inland Revenue.

Mr. M. Berkeley, for the Commissioners, said they had a judgment debt of £202. There were no notices of opposition or support and the company did not appear.

His Lordship also made an order for the compulsory winding-up of the Nu-Mode Furniture Co., Ltd., on the petition of F. Wrighton & Sons, Ltd., of Brampton Works, Billet Road, Walthamstow.

Mr. R. Instone, for the petitioners, said they were creditors for £107. There were no notices of opposition or support and the company did not appear.

Big Fire at Jaffe's

Fire destroyed hundreds of bedroom suites at the works of M. Jaffe, Ltd., Libra Road, Bow, London, on Saturday night.

The firm state that there will be a hold-up of deliveries for about a fortnight or three weeks.

London Co-op's Big Furniture Drive

LARGE-SCALE plans to modernise the ground-floor sales areas at their King Street, Hammersmith, W.6, store have been prepared by London Co-op. and will be carried out at an early date.

The scheme will entail complete reorganisation of the existing departments on this level, including those for furnishing fabrics, blankets, quilts, household linen, and part of the furnishing section, to give more space for improved displays, wider aisles for customer-traffic and better customer lay-out to promote quicker sales service.

Furnishing buyer is Mr. H. N. Dew, the store's assistant manager, who has been in the trade for 28 years.

Mr. H. N. Dew (left), assistant manager and furnishing buyer of the London Co-op's Hammersmith Store, with Mr. R. Swansborough, manager of the household linen department. ("World" picture).

Latex Furniture Competition Result

RESULTS of the latex foam furniture design competition for students have been announced by the British Rubber Development Board.

These are the details of the awards:

1st Prize (£50) to Aidron Duckworth, aged 33, of London, W.4, student at the Royal College of Art. (Design for a general purpose chair with pre-formed plywood back and seat upholstered in latex foam.)

2nd Prize (£25) to David Davenport, aged 20, of Slough, student at High Wycombe College of Further Education. (Design for an occasional easy chair using latex foam on coil spring seat and tension spring back.)

3rd Prize (£15) to Alan Henry Tilbury, aged 18, of London, S.W.20, student at Kingston School of Art. (Design for rocking chair with latex foam upholstered seat and back.)

4th Prize (£10) to Sven Ivar Dysthe, aged 22, of London, W.11, student at the Royal College of Art. (Design for two-seater steel frame settee using latex foam on rubber webbing.)

An additional supplementary award (£5) to Colin Richard Docwra Stratton, aged 21, of Slough, student at High Wycombe College of Further Education. (Design for occasional arm chair with back in pre-formed ply with seat in latex foam on rubber webbing).

A prize giving ceremony will be held at the premises of Heal & Son, Ltd., Tottenham Court Road, on Monday, March 29, when prototypes of the winning designs will be on view. This exhibition of prototypes will be opened to the public on the following day and will continue until Saturday, April 10.

The organisers state that the standard of designs and presentations was high and that the 95 entries came from all parts of Britain.

The judging panel at work. Left to right: Mr. Dennis Young (British Rubber Development Board), Mr. F. C. Jennings (British Latex Foam Manufacturers' Association), Mr. R. Dudley Ryder (Council of Industrial Design), Mr. J. Gillett (Heal & Son, Ltd.), Mr. H. J. Cutler (High Wycombe College of Further Education), Mr. B. Howard Keith (H. K. Furniture, Ltd.).

The Wake and Dean Case

(*Continued from page 82*)

December 31, 1951, unlawfully conspired together to contravene Section 12 of the Prevention of Fraud (Investments) Act by inducing or attempting to induce persons to enter into an agreement to acquire debenture stocks by knowingly making false and misleading statements as to the current assets and trading results of the company.

Frederick Graham Maw, of Stafford House, Norfolk Street, Strand, W.C., said that he had acted as solicitor to Wake and Dean.

"Loss of Office, £20,000"

Mr. Wake wrote to him at about the time he ceased to be managing director, stating that the loss of office was worth £20,000 to him. Wake said that for years he had been doing three men's work, and he was the only man with an all-round practical knowledge of the business, as he had worked in every department. In the letter he accused the accountants of trying to get control of the company by giving an adverse report while he was away ill.

Mr. Maw said he had been consulted since 1946 about raising capital for the business.

Mr. Skelhorn: Who had been the auditors? Mr. Maw: Stone, Porter and Stone.

Had capital in fact been raised previously? Yes.

Had the auditors taken any part in the negotiations for that purpose? No.

Mr. Maw continued that when he was first consulted about the debenture stock issue of 1951 it was "a question of urgency because the company was close up to its limit with the bank."

Mr. Skelhorn: Were you informed at that time what the bank overdraft was? To the best of my memory it was close on £200,000.

He explained that it was necessary to obtain permission from the Capital Issues Committee before any issue could take place.

He personally prepared the draft application that was finally approved by the board of the company.

Mr. N. Faulks, for Stone, asked Mr. Maw whether he knew that Wake had, almost by his own unaided efforts, built up the company from something very small. Mr. Maw replied that the business dated from Mr. Wake's grandfather.

"But I knew that when Mr. Wake got into the saddle it was a much smaller business than it was in 1946," he added.

Mr. Faulks: In 1946 Mr. Wake had a very high reputation in the trade? I knew nothing to the contrary.

If Mr. Percy Wake valued the stock in trade and the work in progress at any figure, that would have been good enough for you? Yes.

Douglas James Kean, a chartered accountant, of Grenfell Road, Beaconsfield, said that he was a partner in the firm of Russell Tillett and Co., who had acted as registrars for Wake and Dean, Ltd., for many years. An auditor's report was prepared by Stone in connection with the prospectus of August 10, 1951.

He agreed, replying to Mr. Faulks, that he might have suggested that Stone should charge 250 guineas for his services. Stone might have appeared surprised because he only had £100 in mind.

This particular accountancy work was better paid than ordinary auditing.

Mr. Faulks: All he had done was to give the figures for the past 15 years?

Mr. Kean: He had certified the figures.

And for your services your firm got £1,000? For further services. We did other work.

Is it right that your firm had taken a great interest in the affairs and accounts of that company? I think that is correct.

Did you think that in the circumstances it was incumbent on your firm to make any inquiries as to the accuracy of the figures contained in the prospectus? No.

Why not? We had no instructions to do so.

What were you being paid your £1,000 for? My part was merely to assist Mr. Stone to draft his certificate. There was certain other assistance provided by my firm, in which I was not involved. I believe Mr. Russell Tillett gave certain other help.

Mr. Kean said that by July 10, he had drafted the auditor's certificate.

Mr. Faulks: Is it all poppycock to talk about Mr. Stone preparing it? You prepared it and he put in the figures? It was merely a question of the stock exchange wording.

You were responsible for the form of the auditor's certificate and Mr. Stone was responsible for the figures? I had no responsibility for it: I was merely advising Mr. Stone.

The case continues.

Sanderson Fabrics in Exeter

NEW showrooms of Arthur Sanderson & Sons, Ltd., were opened at St. Stephen's House, Exeter, recently and heralded the beginning of a unique wallpaper, fabric and paint service in the four south-western counties.

Occupying more than 4,000 square feet, the showrooms contain 11 cubicles, displaying wallpaper, fabric and paint combinations, more than 3,000 fabric designs and more than 2,000 wallpaper suggestions. The new premises will bring to the West a similar service to that offered at Berners Street.

Speaking at a luncheon at the Royal Clarence Hotel following the opening, Mr. E. C. Lee, managing director of the firm, said the showrooms would enable customers to select interior decorations from a range far larger than any store could accommodate.

He proposed the toast to "The City of Exeter" and replying, the Mayor of Exeter said Sanderson's were assisting the re-development of the blitzed city centre.

A colour scheme of soft green carpeting and wine-coloured upholstery in the showrooms makes a fitting background to the wealth of colour exhibited in cubicles and on double-sided swinging display screens and stands.

Most furnishers and decorators in the area have received notice of the opening of Sanderson's new branch. It is expected that many will send customers or come themselves to select interior decorations. Cuttings and numbers are supplied to customer, who then buy from retailers.

Manager of the branch is Mr. A. R. Barnett.

Mr. E. C. Lee was accompanied by Mrs. Lee, and other members of the firm included Mr. F. E. Baker, sales manager, and Mr. B. Dowden, fabric works manager.

Among trade representatives were Mr L. Rey (J. Wippell & Co., Ltd., Exeter), Mr. and Mrs. R. A. Langmaid (Colsons, Exeter), Mr. and Mrs. John C. Brock and Mr. and Mrs. William Brock (Brock & Co. Ltd., Exeter), Mr. R. W. Leaman (Paignton), Mr. and Mrs. F. T. Stoneman and Mr. and Mrs. E. Turner (Stoneman, Ltd., Torquay), Mr. and Mrs. J. M. T. Mitchell (Bideford), Mr. and Mrs. W. Brealy (W. Brealy, Ltd., Exeter).

Sanderson's representatives to cover the West are Mr. D. Morgan Evans and Mr. H. Beadell.

Business At The Manchester Show Was "Patchy"

Final Report, Pictures

EXHIBITORS' reactions to business done at the Northern Furniture Exhibition in the City Hall, Manchester, ranged from "good" to "bad," with quite a number coming within the "moderate to bad" category.

While some declared their preparedness to show again at a Northern Exhibition held in February, others said they would think twice about taking space at another Manchester Exhibition unless it could be staged in the autumn.

One manufacturer observed: "It has been a waste of time so far as I am concerned. There is only one way out—to hold a Northern Exhibition in September and to throw it open to manufacturers irrespective of whether or not they are showing at Earls Court.

"The Northern Exhibition badly needs a big influx of London manufacturers."

Reporting that he had booked an appreciable number of orders, another manufacturer contended that there were strong arguments against an autumn exhibition.

"Our order books are full at that time," he pointed out, "whereas an exhibition in February helps to stimulate trade at a difficult period."

Exhibitors from north country towns, whose business is largely confined to the Midlands and North, are generally anxious to preserve a Northern Exhibition.

A disturbing feature of the 1954 Exhibition was the drop in the number of exhibitors compared with the previous year, and conflicting opinions are expected to be put forward concerning future exhibitions.

Northern Section for London?

One suggestion which is likely to be put forward is that there should be a Northern Section at future Earls Court exhibitions—with a reduced fee for firms 150 miles or more from London.

Such a suggestion might find some support, but despite mixed experiences at the 1954 Northern Exhibition it is expected that there will continue to be a considerable volume of opinion in favour of retaining Manchester as the venue.

Big Lloyd-Loom Campaign

THE 1954 national advertising campaign for W. Lusty & Sons, Ltd's "Lloyd-Loom" furniture has been increased over 1953.

Advertisements will be appearing at regular intervals during the year in: "Daily Express," "Daily Mail," "Daily Mirror," "Radio Times," "Woman's Own," "Woman."

Full page colour advertisements will be appearing in: "Good Housekeeping," "Housewife," "Homes and Gardens."

In the first week of April a large advertisement will appear in the "Daily Express" which will act as a window display of the most popular models sold at the B.F.M. Exhibition.

Correction

We are asked by E. Hart, who are on stand 12D at Earls Court, to state that they do not make bed settees as stated in our last issue.

Viewpoint

HERE are the first impressions of the Furniture Exhibition at Earls Court.

1. After a careful analysis of buyers' impressions, it can very definitely be said that this is the best show ever staged—both from the viewpoint of products and presentation.

2. There is no doubt that quality has considerably improved.

3. Prices are, on the average, ten per cent lower than they were at last year's show, even taking into account the improvement in quality.

4. There is no panic to buy. There is no rush to place orders. But, on the other hand, there is good, steady, *legitimate* trading, and by legitimate we mean the placing of sound orders that will "stick," that will not be cancelled on future reflection, that have not been caused by over-persuasive salesmen, and that have been based on a keen appreciation of consumer demand.

★★ That is all very encouraging and very salutary.

We have experienced exhibitions at which there has definitely been a buying panic. And it has done no good to the retailer—and much less good to the manufacturer.

This Exhibition has been a slow starter. On Monday there were comparatively few buyers for an opening day—and the vast majority of these came from Scotland and the North of England. That is perhaps understandable because Southerners (and particularly those from London and its suburbs) did not think that it was worth going to an exhibition opening in the afternoon. It was confidently expected that the half-closing days of Wednesday and Thursday would see a far bigger influx of buyers.

★★ One other thing must be said about the Earls Court show. The splendid Press that it has received (and here we must thank our Press Officer) shows, as we have said, that we have many designs of absorbing interest to the public and that retailers' customers will come to Earls Court in bigger numbers than they did last year.

That should be of great benefit to the industry as a whole for, with the competition of other consumer industries, it is essential that we should keep the mind of the public on furnishing as the most important factor in home happiness.

FUTURE OF THE NORTH

ONE of the most significant things about the opening day at Earls Court was that the majority of buyers came from Scotland and the North of England. This is of particular interest to those firms who elected to show at the Manchester Exhibition—where business was, to put it kindly, a little patchy. One or two firms did good business. Some of them did very poor trade. There were comparatively few buyers — but, again to be kind, this might conceivably have been caused by the execrable weather.

★★ The fact remains, however, that there are certain voices raised in favour of abandoning the Northern Exhibition next year. The alternative suggestion is the organisation of a Northern furniture section at Earls Court. It would seem that, in view of the big influx of Scottish and Northern buyers on Monday, this would have been a very paying proposition.

This suggestion has been considered before. It might possibly be considered again.

Linoleum Prices May Come Down

A SPOKESMAN for the Linoleum Manufacturers' Association suggested in Edinburgh last week that the price of linoleum might be reduced as a result of the Government's decision to allow manufacturers to buy linseed oil in the open market.

Speaking at a Press conference in the George Hotel, he explained that linseed oil was the main ingredient in the making of linoleum, and manufacturers were now able to buy it in the open market for considerably less than 50 per cent of what it cost when the Government was purchasing for them.

Another consequence of the ending of Government buying is that the Board of Trade are left with a residue of their own bulk purchase, which they are offering for sale to the manufacturers. Speaking about this, the spokesman said: "*I imagine they are bound to suffer a loss.*"

The price of linseed oil has undergone some remarkable fluctuations since before the war. In 1939 it cost about £26 a ton, and it rose during the war to more than £200. It has now been brought down to about £80. This post-war reduction in price means, of course, a big saving in the cost of manufacture, but, to some extent, this has been offset by the higher cost of coal, transport, and wages.

Because of these other factors, the spokesman was unwilling to commit himself further about the possible reduction to the public. It was, however, encouraging, he said, that the industry had at last been freed from 15 years of restraint and control.

The position so far as the Scottish firms were concerned was that they wanted more labour, and production continued at full stretch. In one year, one famous firm in Kirkcaldy made enough linoleum of two yards width to go one and a half times round the world.

N.A.R.F. LUNCH AT LINCOLN

The annual luncheon and general meeting of the Lincolnshire and District branch of N.A.R.F. will be held on Monday, March 8, at the Golf Hotel, Woodhall Spa.

Mr. J. H. Allpass will then be National President of N.A.R.F. and will be principal guest. He will be accompanied by Mr. R. Hopewell, vice-president, and Mr. D. W. Edwards, secretary.

personally speaking...

NEWS OF PEOPLE YOU KNOW

THE resignation has been announced of **H. O. Hughes** from the general managership of Denson's, Chester, whose business has been taken over by Macowards Ltd., of Cardiff. Mr. Hughes, who is 65 years of age, has been with the firm, in Northgate Street, for 28 years and has been absent from work through illness since last October. He would have been unable to resume duties for about a year. His successor as general manager will be **W. F. Lackenby,** deputy G.M., who has been with the firm for 27 years.

★ ★

ANOTHER resignation is that of **L. Edge** who has given up his position as merchandise manager with Jas. Woodhouse & Son, Liverpool, in order to take up a position with Lloyd Lloyds (Liverpool) Ltd.

★ ★

BUYER of down quilts and bedspreads and quilt re-covers at Selfridges is **E. James.** He was formerly sales manager.

★ ★

NEW general manager of Plummer Roddis, Ltd., at Bath is **R. F. Choppin** who has been acting manager during the illness of **C. W. Street** who has died.

★ ★

I HEAR that **William H. Thomas,** director of Owen Owen Ltd., Liverpool, and associated companies, sailed from Southampton for New York in the "Queen Elizabeth" on Wednesday of last week. He was accompanied by his wife. Mr. Thomas, who will be away about a month, will also visit Canada. His mission is concerned mainly with the export section of the business of the Owen Owen group of companies. **Duncan Norman,** managing director recently visited Canada.

★ ★

NOW buying household linens for Evans & Allen, Ltd., Newport, Mon., is **Kenneth Wilks** who comes from Seccombes, Ltd., Cardiff. He replaces **D. C. Jones** who has resigned owing to ill-health.

★ ★

THE Doncaster branches of the George Hopkinson organisation held a dance at Bentley Pavilion, Doncaster, last week. Proceeds will be given to the F.T.B.A. Among those present were **D. Anderson,** manager of Jacksons Stores, Doncaster, **Mrs. F. Spencer,** branch inspector, **F. Elson,** manager of Woodhouses, Doncaster, **F. Taylor,** manager of Jays, Doncaster, **C. Adams,** manager of Campbells, Doncaster, **M. W. Span,** No. 3 area supervisor of the Midland division of the George Hopkinson organisation and **J. West,** transport manager for the No. 3 area, Midland division, G.U.S.

★ ★

ONE of the pleasantest functions of this week was the annual dinner of Slumberland, Ltd., at the Hyde Park Hotel on Monday night. This was the fourth dinner that has been held and it was notable for the fact that the four directors of the parent Board were all there for the first time. They are **Leslie S. Seccombe, M.C., J. C. Seccombe, H. T. Jowett** and **J. S. Cooke.** The toast of the company was proposed by **Clifford Bloxham** and **L. S. Seccombe** replied; J. C. Seccombe proposed the sales managers, representatives and sales staff, and **G. Bancroft** responded. After dinner there was an excellent entertainment by West End artistes.

★ ★

A TRIP to London was the treat of the staff of James Faithfull, Ltd., of Bluebridge, Halstead, Essex. They had dinner at Pimm's in Bishopsgate and afterwards, accompanied by **A. J. Faithfull** and **J. H. Faithfull,** the directors, went to see "Wish You Were Here" at the Casino.

★ ★

SINCE 1952 **William Turnbull** has been honorary treasurer of the Manchester Chamber of Commerce and has just been re-elected. He is managing director of Turnbull & Stockdale Ltd., manufacturers of "Rosebank" furnishing fabrics. Mr. Turnbull joined the board of the Chamber in 1946 when he became chairman of the Furnishing Fabrics Section. On giving up the chairmanship in 1950, he was co-opted to the board as an elected director and, in 1951, was invited to serve on the Executive Committee. He is chairman of the Chamber's Testing House Management Committee and also serves on the Executive Committees of the Furnishing Fabric and United States Sections and on the Manchester Joint Research Council. Vice-chairman since 1951 of the Furnishing Fabric Federation and honorary treasurer of the Furnishing Fabrics' Export Group, Mr. Turnbull, who is also a Fellow of the Royal Society of Arts.

★ ★

NOW managing director of Jessop & Son, Ltd., Nottingham, is **B. Henry** who has been general manager since 1950.

★ ★

APPOINTMENTS announced by the John Lewis Partnership include **H. Ratcliff** as acting general manager of John Barnes and **W. H. Halstead** as a director of John Lewis & Co., Ltd. **J. E. Moss** has resigned from the board.

★ ★

CONGRATULATIONS to **L. Marcus** and his wife on the celebration of their Golden Wedding. Mr. Marcus founded L. Marcus, Ltd., and has been in the trade for more than 55 years. He still takes an active part in the business with his two sons.

Nomad

A Smile with Betts

"I've been trying out that new cactus upholstery filling from U.S."

Sound, Steady Buying, But No Panic Rush

"Quality Is Up and Average Prices Down 10 p.c."

THE Earls Court Furniture Exhibition opened its doors to the trade at 1 o'clock on Monday. Attendance on the opening day could not be called good, but on Tuesday there was a steady flow of buyers from all parts of the country. By mid-day on Wednesday nearly 7,000 buyers had passed through the turnstiles.

There has been no panic rush of buying, but business has been steady; "Good, legitimate trading" as one stand holder described it. Reaction to the show has been more than favourable. "Quality is up and prices are ten per cent down" said one big retail buyer. General opinion is that, for ingenuity, quality, good design and value for money, this year's exhibition is the best yet.

Stand-to-Stand Review of the Show

Fifteen suites, all in individual settings, is the proud claim of BEAUTILITY FURNITURE, LTD. The suites include seven New Elizabethan designs in a wide variety of woods, including sapele, oak and walnut veneers. It is a bigger contemporary range than ever shown before by this firm. The "Bergen" suite, designed in sapele by Mr. Ronald Sadow, has centre glass sliding doors and an extending table. The New Elizabethan models also feature the "Beautili-tea" table and chairs are upholstered in Armoride and a variety of tapestries.

* * *

Dining room furniture in mahogany with a sideboard with louvred drawers, a bureau with louvred finger-grip drawers, T.V. trolleys and a telephone table are part of the display on the stand of W. G. EVANS & SONS, LTD.

* * *

For the first time HATHERLEY WORKS, LTD., are showing "The Hatherley Sun Lounge Chair," which is a standard deck-chair convertible into a sun lounge chair, complete with mattress, head-rest and canopy. Also introduced this year are the solid side platform steps. Included in the range shown on this stand is upholstered furniture of New Elizabethan design, and occasional tables and Formica-topped kitchen tables.

* * *

Another exhibitor always worth a visit is GOODEARL BROS., LTD., who are showing a three-piece with Suparest springing and foam rubber upholstery in a hammock suspension in a variety of covers. Completely new is their light wood three-piece with loose foam rubber back and seat cushions and the trend toward plastics is catered for by a design exclusive to this firm.

* * *

Pride of place among the kitchen furniture shown is the "Supersafe" by G. HOLLINS & SONS, which has a built-in food safe with plastic trays for milk and butter, an egg tray, and a sliding bread board. The "Kitacabinet," also made by HOLLINS, is a dual purpose kitchen table and cabinet which, by pressing a button, elevates a centre two-tier section automatically.

* * *

WOODLAND FURNITURE (LONDON), LTD., are showing three oak bedroom suites, the "Star," which has an American style dressing table, the "Bantam" designed for the small bedroom, and the "People's" suite aimed at the newlyweds.

* * *

BAXTER, STAVRIDI & CRAIES, LTD., this year have put their display emphasis on their cross-grained New Elizabethan "Penn" suite which has a 4 ft. robe and a 3 ft. combination chest, mahogany lined and offered in light oak. They are also showing traditional models in oak and walnut.

* * *

Buyers with an interest in interchangeable mahogany bedroom unit furniture should visit F. AUSTIN (LEYTON), LTD., who are also featuring the "Taunton" traditional design with a kneehole dressing table. Their exhibits include a full oak range with five drawer chests and robes which are also interchangeable.

Contemporary design is again the theme of the display by F. WRIGHTON & SONS, LTD. The "Debutante" bedroom suite in light oak or walnut has a mirror hung on piano hinges and sliding mirror-faced doors to side recesses. The double-doored "Carisbrooke" suite has a 4 ft. robe and is available in bird's-eye maple, walnut or oak. Two other models have special cosmetic compartments, one of them concealed behind a dividing mirror. This is the first time Wrighton's have entered the contemporary range and they are pinning great hopes to the "Debutante" suites.

* * *

Concentrating on a higher standard of furniture than hitherto is BOTTOMORE, DAY & CO., LTD., whose models are all fitted with mahogany interiors. A standard fitment with their robes is a moulded hat shelf. Their exhibit includes three new suites and a useful display board showing their range of finishes.

* * *

Meeting the public trend towards New Elizabethan "half-way" are J. C. LANE (FURNITURE MANUFACTURERS), LTD., who have applied the modern design approach to traditional lines. Their "Pandora" and "Pegasus" suites bring the functional proportions of traditional design to the contemporary theme. In light wood, they retain the bow-doors and four drawers. The "Pegasus" sideboard has also a cocktail recess with three louvred drawers. All models are available in oak or walnut with occasional pieces to match. Also on this stand is a chair with a moulded base upholstered completely in Dunlopillo.

* * *

Shown for the first time by PALATIAL, LTD., is their New Elizabethan unit-form range in straight-grained walnut and oak, with the "New Yorker" dining room group for the smaller living room with a drop-flap table. A dressing table has a concealed jigger jewel drawer and robes are fitted with solid mahogany shelves. They are also continuing their series of "Masterobes" in walnut and oak with alternative interiors to every robe.

* * *

Featured by H. GOLDICH & SONS is their "Ambassador" double-door bedroom suite in russet-shade or limed oak, medium oak, or walnut. They are also showing a single-door robe in similar shades. A new cocktail dining cabinet has a front flap action and is sycamore-lined.

At The Earls Court Furniture Exhibition

Two further sizes in the "Fleetrobe" range are being shown by BYFLEET FURNITURE, LTD. Taking an 8 ft. by 7 ft. 6 in. room as an example, Byfleet are showing that even their 4 ft. model with sliding centre doors and side opening takes up less space than traditional robes because of their easy accessibility. They are also featuring a new "continental" headboard and footboard, complete with shelves and a linen or magazine recess which may be fitted to any divan. A wide range of new designs in fireside and dining chairs, café furniture and bedroom stools can be seen at the stand.

* * *

A display with a special appeal for Scots buyers is being featured by H. & A. G. ALEXANDER & CO., LTD., where a new range of contemporary furniture has been designed in various tartan covers by Peter Melville of Edinburgh. This firm is also showing traditional lines and a new bed-chair which can also be used to provide support for the legs when sitting.

* * *

BEVAN FUNNELL, LTD., are attracting considerable attention with the antique finish to their reproduction exhibits. Two pieces of particular interest are the "New England" court cupboard and a miniature buffet.

* * *

Focal point for buyers visiting the stand of WILLIAM LUSTY & SONS, LTD., is the furniture in imitation bamboo, actually made of steam-beaten ash. Chairs and settees in this range, where they are upholstered in Dunlopillo, have covers equipped with zip-fasteners to facilitate laundering. There is also a special range designed for the dining recess and consisting of a kitchen cabinet-cum-sideboard, a dining table with a plastic top and chairs. The set is available in a variety of colours. The Lloyd Loom exhibits include some fitted with the metal legs which are becoming increasingly popular in America.

* * *

Prominently displayed by WOOD BROS. (FURNITURE), LTD., are newly introduced "Vogue" chairs with deflatable plastic tie-on cushions in various bright colours to tone with the New Elizabethan character of the new "Vogue" dining-room furniture. Among other exhibits are twin bookshelves in reproduction oak design which can be fitted together to form a useful table. Another innovation is a reproduction oak dressing-table with a sliding top which reveals the interior of the top drawers.

* * *

New items shown by S. SPANGLETT, LTD., include display cabinets with one-piece glass doors—no bars—and nests of glass-topped tables. Their "Imperial" secretaire is now shown with three drawers instead of drawer and cupboard. Their full range of occasional furniture is shown.

* * *

A complete range of "Trimline" New Elizabethan furniture in natural oak with walnut veneer fascias is an important section of the display by LEBETKIN PRODUCTS, LTD. There are some 28 bedroom and 15 dining sets, which have recently been nationally advertised. "Tudor Rose" sets include traditional bedroom suites in oak, bird's-eye maple and walnut, and "Nesta" upholstered settees and chairs in New Elizabethan and period styles are also presented. There is a special section for "Nesta" bedding.

* * *

Two new three-piece bedroom suites commanding interest on the stand of J. H. HUNT & CO. (YATTON), LTD., are the "Ruskin" in walnut with doors in bird's-eye maple, and the "Spenser" in walnut with steam beech mouldings. Other popular numbers include the N.4 in walnut and steamed beech, or oak, and the WM.1 with fired mirror to the dressing-table, a model combining the old W.1 and T mirror designs. A range of nine new design fireside chairs features both New Elizabethan and traditional styles.

* * *

Blonde Australian walnut bedroom suites and dining sets are new lines exhibited by HERBERT E. GIBBS, LTD., who are also showing an extended range of oak bedroom furniture.

* * *

Introduced this year by EXELOAK, LTD., is the "Cheltenham" New Elizabethan dining room suite with soft pleasing lines complemented by a rare combination of figured and pencil-striped walnut veneer in warm silky tones of autumn leaf. Also featured are the "Aldwych" walnut cocktail set, the "Canterbury" veneered oak cocktail set, the "Andover" three-drawer veneered oak set, and the "Connaught" five-drawer veneered oak set.

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Television and nursing chairs designed by Ward and Austin, in beech or mahogany, with foam rubber or cane seat and back, are among the new items by E. ATKINS, LTD. Style and tapestry-covers are contemporary. A new "junior age" chair is shown in two versions: with spring seat and fixed back or padded seat and swing back. Both have a beech frame. There is a new low-priced child's high chair in polished natural oak colour, and the full range of nursery and garden furniture.

(Continued over page)

"I want to see more femininity in modern dressing-tables," said Mr. James Findlater (right) of Findlater Smith, Ltd., Edinburgh, who bought this suite on Wrightons' stand. He is seen with Mr. J. F. Mitchell, Scottish representative.

Modern and reproduction bedroom suites, together with bedsteads, cabinets and chests can be seen at the stand of WALNUT CABINET WORKS, LTD. Five ft. robes shown have one-third of space fully fitted, the remainder being used as hanging space. The robes are also available in 4 ft. width (all-hanging), and 3 ft. 6 in. (gentleman's fully fitted wardrobe). An inverted cabriole leg bed in figured walnut, bleached walnut and bird's-eye maple is also featured by the firm on its Earls Court stand this year.

On the stand of H. Goldich & Sons were Mr. and Mrs. F. Rylance and Mrs. Clegg (James Rylance & Sons, Pemberton, Wigan) with (holding order book) Mr. B. Rothstein, Lancashire representative for Goldich.

Presented for the first time are three traditional and two New Elizabethan bedroom suites by RONSON FURNITURE, LTD. Among these are the "Venture" New Elizabethan suite in olive-ash and walnut. Also shown are modern and period dining sets. Featured among these is the "Harlow," in natural finish walnut and olive-ash, with extending dining table. The chairs, with upholstered backs and seats, the latter fully sprung, have a new method of construction used for the first time in this country. Ronson's New Elizabethan suites are now marketed under the brand name "Dwell." Also to be seen on the Ronson stand are a range of cocktail cabinets, in rich veneers, and fitted with interior lighting.

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New items shown by W. STEEL & CO., LTD., include the "Zedbed," a completely new table bed. The 2 ft. 6 in. bed folds, the headboard becoming the table top. Other new items are the "Vanguard" contemporary bed cabinet, closing to a 12 in. deep cabinet; metal divans with contemporary headboards and wooden feet; centrefold bed with stretched canvas top platform, and two-tier bunk with new type of easy-fix fitting.

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Moderate contemporary dining room furniture shown by C. LAMB & SONS, LTD., is from their new inexpensive range. They are also showing their usual lines of traditional styles.

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An extensive range of bird's eye maple and figured walnut bedroom suites is a feature of the stand of L. LAZARUS & SONS, LTD. New Elizabethan bedroom furniture shown here is in Australian walnut and sapele mahogany. The "Apollo" suite wardrobes, made by this firm, incorporate a special space-saving fitting, utilising the space below costumes and jackets, for shelves and pull-out trays.

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Australian walnut, bird's-eye maple, figured walnut and bubinga are all used for bedroom suites and unit furniture by HERMAN & KELLAND, LTD. A feature of this stand is the interesting mirrors, framed and unframed, fitted to New Elizabethan dressing tables. The firm also shows a bedhead combining a bedlight and bed-cabinet.

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A single movement releases the cocktail fitment on the "Ascot '54 Cocktail" dining set shown by STONEHILL FURNITURE, LTD. This fitment is extra wide, and has concealed lighting round the Perspex slide fixture. The set is in walnut veneer, with button-back chairs upholstered in Florestin. Another model, the "Bureaucratic," has a highly polished sycamore-lined bureau in place of the cocktail fitment. Panel-backed chairs, with upholstered seats complete this set. A large buyer's lounge, separated by waist-high screens into four sections, is a feature of this stand.

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A new range of medium-priced modern and period bedroom and dining sets is featured by SKLAN (HEIRLOOM FURNITURE), LTD. A choice of five chair styles is available with the dining sets. Period styles are in walnut and mahogany, with New Elizabethan sets in French walnut and an autumn shade of ash. Bedroom suites with 3, 4 and 5-foot robes are featured, and there are two five-foot bedroom suites in burr walnut and curl mahogany. Hand-carving is a feature of all period suites.

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Traditional carved oak dining sets are a feature of the stand of JARMAN & PLATT, LTD., who also show a small range of New Elizabethan sets in light oak. Among new lines are the "Eton" and "Harrow" dining sets, both of which have extending tables. The latter is fitted with roll sliding centre doors.

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Shown on the stand of S. GRANT (FURNITURE), LTD., is the "Albany" New Elizabethan dining set in striped Australian walnut, with a cocktail section in the right-hand side of the sideboard, having sliding panel in glass or matching wood. Also exhibited is "The Imperial" new design, fly-leaf table in walnut, as part of a set with four upholstered chairs, and "The Esquire" dining set with sideboard having a lift-up cutlery section in the top, and equipped with four deep drawers at left, and cupboards in the centre and right-hand side.

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On the stand of L. MARCUS, LTD., can be seen a wide range of reproduction oak furniture, including the "Waltham" secretaire, the "Carmarthen" sideboard with side bookshelves having glass doors; and various well-finished pieces for furnishing bedroom, dining-room, hall and lounge.

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A bottle of burnishing cream fitted inside the wardrobes of their bedroom suites is an innovation this year by S. & J. SCHNEER, LTD., who are exhibiting their "Gainsborough" suite, equipped with ample drawer space and side cupboards, along with other well-finished suites in walnut and bird's-eye maple.

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Presented on the stand of A. SHINE is a William and Mary dining group with server having drop flap at back with reversed slope end forming an extension to the table by 25½ in. Also exhibited for the first

time is a traditional modern dining set with cocktail bar top in the sideboard, closing up into a box shape when not in use.

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Latest designs of traditional bedroom furniture are shown by SUPER-FINE FURNITURE, LTD., veneered in oak and walnut, with bedsteads to match. Suites are interchangeable, and modestly priced. All are made to B.S.I. standards.

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First reproduction suites from the "Cameo" range by S. MATTHEWS AND SONS, LTD. within the popular price range are their 'Louis' and Queen Anne dining room suites, specially featured on their stand. The company is showing 138 lines from the "Cameo" reproduction range, from nests of tables to dining room suites.

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Each piece individually hand-carved is the feature of the STANLEY WOOD (REPRODUCTIONS), LTD. range of oak-finished reproduction furniture. Designs have been modified to suit the smaller space in modern houses, sizes being scaled down. A notable exhibit is the "Newton" dining room suite, comprising draw-leaf table, four chairs, and a court cupboard with leaded light panels to top portion.

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Outstanding lines on the A. HUBBERSGILT, LTD., stand are the company's new contemporary designs —the dining set with draw-leaf table and sideboard with glass-fronted upper part, a cabinet and a coffee table. All are produced in oak or walnut veneer. Their usual range of dining room and occasional furniture is also on show.

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Contemporary and traditional styles of bedroom suites are featured by I. GRIEW AND CO., LTD., in oak and walnut finishes, including limed oak. Their models fall into the popular and medium prices ranges.

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T. & L. FURNITURE, LTD., are specialising in chairs at competitive prices and offer a chair with a latex seat and a rubber-hair back with rubber arms in a full range of covers which retails at £7. Another chair with a loose cushion, upholstered in tapestry, retails at £4 7s. 6d., while a chair with a built-in rocker sells to the consumer at six guineas.

* * *

Main display on the W. & T. LOCK (BATH), LTD. stand is of "Unilock" contemporary furniture. A new dining room set in striped walnut veneer has a table with folding centre-leaf. Other new items are a contemporary bureau-chest with mirror under the lid and a wine cupboard with glass-topped slide. Bedroom furniture includes units in different sizes, making the suites fully interchangeable. Specially featured are the "Brockley" bedroom suite in bird's eye maple veneer and light mahogany surrounds and ends, and the "Chelburgh" traditional bedroom suite in burr walnut veneer, with carved legs.

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Prominent on H. FELDMAN AND CO., LTD.'s display for the first time is a lady's bureau in walnut veneer, semi-reproduction style. It has shaped drawer fronts, semi-matt finish, and notably neat appearance. A 2 ft. 6 in. bureau, contemporary, in light oak criss-cross veneer with wax finish, is also new. A three-door china cabinet with mirror back and shelves, a striped walnut veneered cocktail cabinet with automatic light, mirror-back and tray, and glass shelves, and a three-piece unit corner bookcase and bureau in natural oak veneer, contemporary style, with sliding glass and wooden doors, are here for the first time too. Their range of reproduction bureaux and traditional cabinets are also shown.

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Finished in walnut veneer, the "Mercury" dining set is shown by F. W. MARSHALL & CO., LTD. This latest model has a 4 ft. 6 in. sideboard fitted with a cocktail cabinet which glides up from the back interior by touching a concealed lever inside the centre front drawer. The table is of the pedestal-end draw-leaf type with veneered flush top and curved base, and the four chairs are in washable "Lustrette" available in a range of colours. The "Elgar" set in oak veneer has a four-drawer 4 ft. 6 in. sideboard, similarly equipped with a Hydromatic controlled cocktail cabinet, together with a two-leg refectory type or four-leg table, and four upholstered-back chairs.

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A complete range of oak bedroom furniture, all pieces being mahogany-lined, is offered by STAG CABINET CO., LTD. Stag furniture is available as individual pieces or in suites. The "Cumberland" light oak suite features grooved, handleless drawers on dressing table, chests, and a double-door robe. Robes are also available with single door and side mirror. New to this company's range is the "Oxford" gent's 2 ft. 6 in. robe. Medium, russet and fumed oak is used for the "Marlborough" suite which now includes a gent's fully fitted wardrobe.

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Three new walnut dining sets are to be seen at the stand of REMPLOY

Inspecting a double bunk bed is Mr. C. K. Hamon, furniture and bedding buyer for James Colmer, Ltd., of Bath.

LTD., in addition to this firm's extensive range of kitchen furniture. Bedroom suites include a new 4 ft. oak suite with double-door wardrobes, and a gent's fully fitted robe in oak finishes. Among occasional pieces is a table with lift-out tray, both in walnut finish. A drop-leaf Formica-topped table measuring 3 ft. by 2 ft. 6 in. is fitted with a single end drawer.

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New lines by DUCAL WOODWARE (1943), LTD., include the "Ann" interchangeable bedroom suite in natural oak or pastel shade finish, and mahogany lined, with New Elizabethan type mirror to the dressing-table. Pastel colour Formica-topped nursery furniture is shown for the first time, and an improved model of the well-known "Boudoir" bedroom suite has deeper side drawers, and a knee-hole fitted shelf.

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Further extensions of the "Fineage" unit range, now produced in straight grain as well as the chequer design, are displayed by FINEWOOD PRODUCTS, LTD. There are also New Elizabethan dining and bedroom suites, including a luxury dining set in cherry mahogany, a natural-colour wickerwork and imitation leopard-skin. The surface of the dining table has been sprayed with a fine layer of plastics to make it heat and stainproof. Wickerwork is used for chairs and for sideboard doors. One end of the sideboard is fitted as a cocktail cabinet with black vitrolite shelves.

Their first range of contemporary dining chairs for the retail trade is shown by DANCER AND HEARNE BROS., LTD. Also on view are their Windsor range with pallet cushions, and low-priced dining chairs.

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Shown for the first time by RELIABLE FURNITURE CO., LTD., are their new shapes in display cabinets. They show a 4 ft. triplebow, mirror-back cabinet, a 2 ft. triple-bow cabinet, a 4 ft. kidney-shaped cabinet, a 4 ft. five-bow cabinet and a reproduction cabinet with cupboard, all with glass shelves. A selection from previous lines of occasional furniture in all three styles is also shown.

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Among a comprehensive range shown by MOSS PARTNERS (LONDON), LTD., is the "Pakaway" dining set. This is a 4 ft. set, contained in one unit, with drawer and cupboard at each end, and right-hand drawer lined for cutlery. A dining table flap is easily lifted and supported by foldaway legs, each leg fitted with a locking safety device. Folding chairs complete the set, which is in natural oak finish.

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A comprehensive range of oak and walnut dining suites is displayed by GAYWOOD FURNITURE, LTD. These are made in traditional and New Elizabethan styles. Among them is a set in walnut or desert oak, with coffee table and magazine rack combined. Also shown are walnut cocktail cabinets. D. M. GILBERT & CO., LTD., are featuring imported figured walnut bedroom and dining suites, fully shaped in bow and serpentine styles.

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For the first time D. F. WEBBER AND HARRISON, LTD., are showing a 4 ft. reproduction bedroom suite with interchangeable pieces, in weathered oak finish. It is also supplied in antique reproduction wax finish. Another new item is a bookcase with adjustable shelves, in reproduction finish. New, too, is a hand-carved 3 ft. Dutch dresser with solid back. Selected items from their range of oak reproduction furniture. are shown.

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A complete new range of New Elizabethan furniture is introduced by HARRIS LEBUS, LTD., and features the "Felixstowe" bedroom suite comprising dressing - table, dressing chest, low chest wardrobe and high chest with matching bedstead; the "Plymouth" dining set; the "Swanage" bedroom suite; and the "Harrow" dining set. All these models have the exterior in veneered oak polished natural colour and waxed finish, and cupboard and drawer interiors lacquered and polished. New upholstery numbers on display include the "Windsor" and "Conway" suites.

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Patent actions are featured by J. SUMMERS AND SONS (FURNITURE), LTD. The "Valetta" dining suite is fitted with their patent-action cutlery unit in place of a centre drawer, and the "Canberra" has a cocktail unit with the "Summerstay" action lined with bird's eye maple. A new departure is the "Melbourne" contemporary dining suite, with 5 ft. by 3 ft. table and Florestin-upholstered chairs.

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The "Boston" walnut cocktail cabinet, "Denver" bookcase and "Hudson" bureau are all new exhibits by I. NISSENBAUM & SONS, LTD., who are also featuring the "Hilton" walnut cocktail set and 3 ft. 3 in. china cabinet with bent glass door.

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Introduced by HIRSH & HYAMS, LTD., for their "Curzon" bedroom suite in Australian walnut, are two 3 ft. wardrobes (lady's and gent's) replacing the former large wardrobe. The "Kidney Junior" and "Regent Pedestal" suites are shown along with other lines which include a new dressing-table stool and a new design pedestal cupboard.

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Shown for the first time by M. JAFFE, LTD., is the "Savoy" 4 ft. bedroom suite in walnut, and a new walnut dining set, the "London," augments their usual range of oak and walnut interchangeable furniture.

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The "Azalea" dining set with lily table and four New Elizabethan style upholstered chairs is attracting buyers to the stand of PROCANTA MANUFACTURING CO., LTD. Also new for this year's show is the "Procanta" studio divan, available with or without head and back fitments, for conversion from a modern style divan into a day couch.

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Mirror-back china cabinets in oak, walnut, and mahogany veneer, from 2 ft. to 3 ft. 9 in. are new on the W. FINKELSTEIN & SONS (KINGSLAND), LTD., stand. New designs of cabinets, silk-lined and occasional furniture are displayed.

Mr. E. F. Goodearl, buyer of the furniture department of Wylie & Lochhead, Glasgow (right) is seen with Mr. J. C. Keen on the stand of Castle Bros.

For the first time ALSTONS (LONG MELFORD), LTD are showing contemporary bedroom furniture. Their interchangeable suite can include a wardrobe with a mirror-front, and is in Australian walnut veneer with light banding. In their traditional walnut range a new design is the "Kent" suite, with oval dressing table and 5 ft. 9 in. tallboy fitted throughout, all mahogany lined, and lacquered interior. The Colchester company is showing the "Victoria" three-seater lounge suite.

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Two new dining sets, the "Devon" (shaped) and the "Lincoln" are introduced by H. BRENNER & SONS, LTD., who are also featuring shaped hard oak sets for the first time.

Showing their range of eight walnut bedroom suites, SHRAGER BROS., LTD., have included the "Lincoln" reproduction model for the first time since the war. They have reintroduced a knee-hole dressing table in their "Durham" suite. The well-known styling of round cupboard ends has been retained, and they have redressed the "Duo-master" feature, which comprises an adjustable vanity mirror with adjacent velvet-lined compartments for jewellery. They are catering this year for a much wider price bracket in the medium to high range.

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An unconventional design of stool is shown by E. J. RILEY, LTD., for the first time. It is triangular, with three legs and a shaped seat upholstered in rexine. A new trolley in oak veneer has a ledge for a "Traybel" tray, and will fold for storage. They are showing a contemporary "Traybel" set in "walnut" Formica, and their usual range of occasional furniture and kitchen stools and tables.

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Inexpensive semi - contemporary bedroom suites are being featured by H. HERRMAN, LTD., who are also showing traditional bedroom furniture in oak and walnut with fitted wardrobes having flush or framed doors.

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Persian walnut veneers are featured by PHILIP ROSE, LTD. A new bedroom suite is the "Springfield," with cant-break fronts, two exterior drawers in the tallboy, and a traditional style which approaches the contemporary. Shaped cornices on the wardrobe and a round-backed dressing table are features of the "Kingsway" suite. The "Trafalgar" shows an oval dressing table and bevelled doors with shaped cornices.

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First shown on Television Inventors' Club, the "Tukaway" bedside table is being demonstrated by CHARLES BRYANT & SONS, LTD. Simply fitted to the headboard (where it folds in out of sight), two easy movements make it ready for use. Available in walnut, mahogany or oak, the table-top is of Formica. Another new exhibit is the "Visionet" television viewing cabinet which includes a large cupboard with double doors, a cocktail cabinet complete with galvanised drip tray and a compartment for glassware fitted with Formica shelves. The whole unit is mounted on castors and is obtainable in figured walnut or oak.

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Display cabinets covering a complete range, together with walnut and carved oak secretaires, and oak and walnut bookcases are shown by L. SERLIN & SONS, LTD., who also feature occasional and reproduction furniture. Many of the display cabinets have decorative mirrored fronts, and there are several models with mirrored backs. Highly-figured veneers are used throughout the Serlin range.

On the Woodland Furniture stand is (left) Mr. I. Sapero, director of Morleese (Furnishers), Ltd., of Liverpool, with Mr. F. Clegg and Mr. R. Hartley of Beighton's & Co., of Oldham examining what is described as "the smallest bedroom suite in the exhibition."

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An extensive range of dining sets and bedroom suites in both mahogany and walnut is featured by THE WEST OF SCOTLAND FURNITURE MANUFACTURING CO., LTD., including a number of models with special carvings and ornamentations.

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Five new bedroom suites and two dining sets, all in the latest "Gem" walnut series, are shown by LEEDS CABINET CO., LTD., and feature the "Opal" bedroom suite with novel jewel box incorporated in the top of the dressing-table and equipped with a fully-fitted gent's robe. Another new model, "Ruby" dining set includes a sideboard with fitted cocktail serving tray, and side doors furnished to hold bottles and glasses.

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Storage for cosmetics has been studied in the design of new dressing-tables from SHEFFIELD CABINET CO., LTD. Among these is one with a cupboard underneath the large mirror, and another with triple mirror, the wings of which are fitted with spin-round cosmetic trays. These bedroom suites come in light or dark finishes with use of contrasting veneers. Sliding tambour doors are a feature of the new "Tambour" kitchen cabinet by SHEFCO CABINETS, LTD. This is a registered design, shown for the first time at the Exhibition. Behind the sliding doors is a pull-down table flap and neat shelves, and the cabinet also incorporates bow doors, screening further storage space, above and below the central section. These 2 ft. 9 in. cabinets come in a range of enamel finishes and are fitted with black plinths.

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Fully-fitted cocktail cabinets are a feature of the stand of B. & I. NATHAN, LTD., which also comprises a range of dining-room furniture and bureaux. The "Compton" set, made in walnut, has a sideboard with separate canopy. Sliding glass doors are fitted to a "Fairfax" bookcase. Dining sets, bureaux and bookcases are available in light oak or walnut.

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Shown by DITCHBURNS, LTD., is a medium price range of oak dining sets, plus a 4 ft. New Elizabethan set retailing at less than £37.

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Latest models exhibited by DEPENDABLE FURNITURE, LTD., include the new "Family" series featuring a New Elizabethan bedroom suite in light oak, and a three-piece upholstered suite with centre-arm to the settee which fits into the seat - back when not required. Armchairs have loose footstools. Another new number is the "Rolls" three-piece suite with pull-out trays fitted into the arm-fronts.

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A lower-priced range of reproduction bedroom furniture is presented this year by LADYBRIDGE CABINET WORKS, LTD., who are also exhibiting a number of high-class shaped suites.

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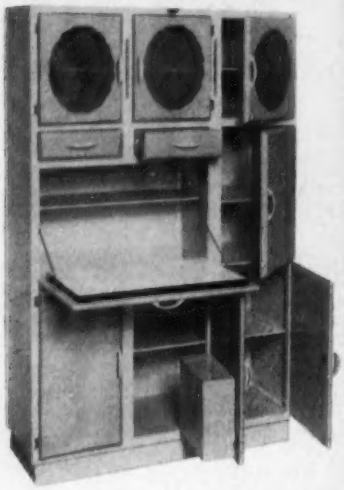
An improved range of bedroom furniture by BLUESTONE & ELVIN, LTD., has cleaner lines indicating that emphasis has been placed rather on shape than orna-

(Continued over page)

New For Kitchens



(Above)

The "Majestic"/N kitchen cabinet shown by Blue Gate Products, Ltd.

(Right)

The "Reading" kitchen cabinet by A. Fogel & Sons, Ltd.

mentation, which has enabled the price of the models to be kept well below the average level. Interchangeable bedroom furniture is included in the display, along with gents' fitted wardrobes and bedsteads.

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The "Sheridan" china cabinet is a new line featured this year by I. BARGET, LTD., and shows the doors with inside bagging for the first time in the firm's range of well-finished glass-fronted cases. Another display cabinet, the "Brand," has a cocktail section fitted to the top, complete with bow-shaped sliding glass panels in the front. Secretaires, bureaux and occasional pieces are also displayed in mahogany, oak and walnut.

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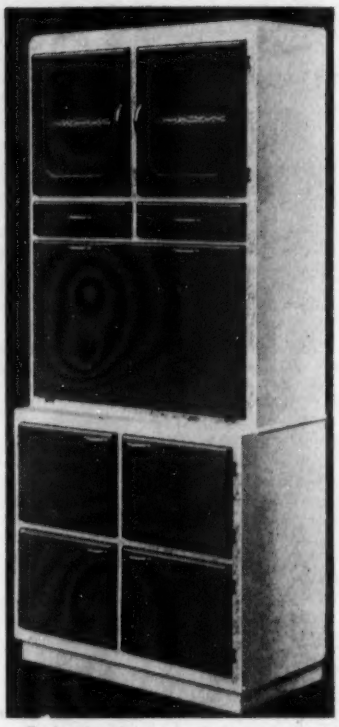
The "Milford" dining set in oak veneer and walnut veneer makes its bow along with other models by B. FELDMAN & COMPANY. This newcomer to the range has a double carcase sideboard with three serpentine shaped top drawers, and bag pressed frame to Venetian glass panelled lower cupboard flap. The cupboard is glass-lined. A noteworthy feature is a bow-shaped wine compartment. The set is available with bulbous table and chairs.



Striped walnut veneers on contemporary dining-room furniture makes an attractive display by JAMES LUPTON & SONS, LTD. A handsome bureau-bookcase with sycamore banding and sliding glass doors is new. Units in this range are interchangeable: "Snap-leaf" or draw-leaf tables, the "Boston" sideboard with folding doors, the "Ilkley" sideboard with sliding glass doors and built-in cutlery drawer, "Linton" sideboard veneered in plain and striped walnut, with mahogany banding and fine-line routed decoration, "Linton" chairs in the new tooth-check plastic covers, and the "Ilkley" chairs with veneered panel. All are in the medium price range. The range of reproduction and traditional furniture displayed includes handsome solid oak secretaires and a number of suites in high or wax finish.

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Interesting features on show by CHAIR CENTRE, LTD., are a small but sturdy folding chair, suitable for kiddies, queuing, camping or fishing, to retail at 13s. 9d., and stacking stools (23s. 9d. retail) with legs of bent laminated wood, and birch tops, veneered in birch or walnut. The latter could be used as small tables. They are showing an increased range of upholstered chairs, particularly contemporary bentwood models. A new upholstered stool, the ST 2, of prime beech, has novel construction, the legs being pinned through the combing of the top frame. A handsome Swedish Windsor chair is shown with an upholstered seat. Stacking and nesting chairs are specially featured, particularly a British-made stacker with solid mahogany frame and laminated curved seat and back. Two dining chairs are displayed with the springing uncovered, to show the construction.

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Newest In Upholstery

Contemporary three-piece suites upholstered in wool and nylon fabrics, piece-dyed, are shown for the first time by MYERS BROS. (FURNITURE), LTD. Like their traditional suites in moquette, they come into the medium price range. Myers also show their "Portland" reproduction suite in Blue Boy tapestry. All models are shown with loose latex cushions.

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A new moquette upholstered suite, the "Studleigh," is shown this year by WILKINSONS (BRADFORD), LTD., who have reintroduced their "Princess" dining set in golden oak, with chairs having upholstered seats and backs.

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A comprehensive range of three-piece suites in various hides is presented by J. B. UPHOLSTERY CO., LTD.

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A complete range of their productions is shown by GREAVES & THOMAS, LTD., including "Put-U-Up" settees, and suites in various coverings, "Bedinet" cabinet beds, a selection of "Fitback" and "Rockalock" chairs, as well as their recently introduced "Bodiline" chairs. "Davenport" suites are also prominently shown.

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A full range of new suites in a wide variety of covers is being exhibited by A. SCOTT (DURIDE), LTD.

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COLLINS FURNITURE, LTD. A highlight of their exhibits is a new contemporary three-piece upholstered in spring interiors and Dunlopillo.

Striking on the LUXURY UPHOLSTERY, LTD., stand is the large range of wool tweed covers. The "Manhattan" settee is specially featured. Completely new, it has built-in bookshelves in light oak veneer, one of them between the seats in the back. The cover is contrasted red and black wool cloth. The new "Hamilton" suite is in black and yellow wool tweed, contemporary style, with three-seat settee, rubberised hair stuffed, and reversible cushions. There is a separate duet stool to match. Other new designs include the "Elgin" suite in red wool tweed, piped and buttoned in yellow. Many new covers are on show.

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The new "Serenity Ace" chair is featured by GEORGE HENSHER, LTD., in the "Serenity" range. It is a fully stuff-over version, incorporating the "Serenity" foot rest, upholstered all over, Dunlopillo back, Foamspring cushion, and rubberised hair arms. The original range is shown with it. Hensher's repeat the "Fraser" suite in leathercloth, and are showing selections from their latest designs of three-piece suites and fireside chairs in hide, leathercloth and uncut moquette.

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New three-piece suite on display by CONWAYS UPHOLSTERY, LTD., is the "Dorchester," in uncut moquette, in traditional style with loose foam cushions. They also show a selection of traditional and contemporary suites in new covers, all top-grade, in the medium to high price range.

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The "Embassy" cabriole legged bridge table with a velvet top is a recollection of pre-war luxury for VONO, LTD., who are also featuring a card table-cum-coffee table-cum-fire screen with a reversible baize top with a swivel action. Their very large display includes 14 models of the "Ovonite" and eight models of the "Sofarest," all in a full range of patterns and qualities. A special selling point about the "Sofarest" is sprung-edge.

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Among upholstered suites featured by COHEN & ENSER, LTD., is the "Tudor," settee and fireside chair in dark Jacobean finish, with a range of period coverings, Also in the "Tudor" set is a rocker, and all pieces are cushioned in Dunlopillo.

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Introduced for the first time by PARSLOW FURNITURE, LTD., is the "Unilow" inexpensive unit range of fireside furniture, comprising eight interchangeable pieces, upholstered throughout in latex foam. It includes a wing settee, settee with Sherwood arms, chairs to match, chair without arms, to make up a three-place settee with two armed chairs, a rocking chair, wing chair, and a stool can be converted into a coffee table by removing the loose cushion. The design is contemporary. Another featured item is an all-latex chair. Also displayed are the latest Parslow designs in fireside chairs and three-piece suites.

Mr. R. A. Vitler, buyer of furniture and bedding for Bearmans of Leytonstone, testing a mattress on the stand of Horatio Myer & Co., Ltd. With him is Mr. Roger Myer.

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An all-Dunlopillo divan-settee is displayed by THE STANDARD UPHOLSTERY CO., LTD. This is cushioned throughout with Dunlopillo and converts quickly to a deep-sprung divan bed which is also fully Dunlopillo-cushioned. This design—the "Stay-a-Nite"—has space for bedclothes, sprung edges throughout, and is easily handled by one person. This stand also features hide and leathercloth suites, fireside and revolving chairs.

* * *

A range of traditional, contemporary and reproduction suites is displayed by S. MORRIS & SONS (LEEDS), LTD., together with fireside chairs. The latter are fitted with extending upholstered foot-rests, which also serve as additional seats for TV-watching. The foot-rest extension can be closed by a single movement of hand or foot.

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The range of upholstered three-piece suites on show by COWLEY UPHOLSTERY COMPANY include the "Finchley," "Merton," "Grantham" and "Kingston," along with a wide selection of fireside chairs and easy wing chairs, all available in a good range of moquettes, tapestries, hide and leathercloth.

* * *

A new suite with Latafoam seat and back is exhibited by FREEDMAN UPHOLSTERING CO., LTD., with a supporting display of three-piece suites in uncut moquette and leathercloth, and a range of "Fidelity" spring interior mattresses and divan sets.

Mr. J. Chalmers Brown, principal of C. & J. Brown of Newington, House Furnishers, Ltd., the well-known Edinburgh firm, is seen on the stand of Vono, Ltd.

On the left is Mr. Carl Purser of Ben Purser & Sons, Ltd., Southport. He is seen with Mr. Gerald Southerton, northern area supervisor of F. Wrighton & Sons, Ltd.

Examples from the range of contemporary and traditional three-piece suites by JOHN LITTMAN AND SONS, LTD., include several new lines: the "Bolton" fireside suite with reversible latex cushions, upholstered in bright contemporary colours; the "Ashbourne" three-piece suite, contemporary style, for the smaller room; the "Riley" wing-back modern suite, and a new tub-chair, the "J. L.," upholstered in brocatelle, for use in lounge, bedroom, or drawing room.

* * *

New on the stand of R. HALL & SONS (UPHOLSTERERS), LTD., is the "Merton" 5-piece suite, available in tapestry from 39 gns. retail, supported by a comprehensive range of New Elizabethan upholstery.

* * *

Aiming at a unit range of upholstered lounge furniture, J. CINNAMON, LTD., are showing recent additions. They include a contemporary low-back settee and chair, and wing-chair, with Dunlopillo seat and back on the "Cintique" patented four-point suspended springing, and a stool. The well-known "De Luxe" chair is shown against different backgrounds, in exclusive covers including Arthur Lee panels. A new upholstered settee has loose Dunlopillo cushions and back. A handrail at the back makes handling easy, while the absence of castors on the back feet keeps the settee firm. An interesting party seat can be separated into two benches, both with loose cushions, or coffee tables without the cushions.

* * *

Settees and easy chairs in period and New Elizabethan styles are shown by COLLINS & HAYES, LTD., including "Sherwood" suites and the "Calverley" three-piece suite with A. H. Lee's embroidery on a dark brown ground, ruched and fringed. New Elizabethan two-seater settees are included, and among occasional pieces are hide wing-type chairs in white and a range of colours.

* * *

The new "Stay-t-nite" bed-chair action by CORONET SPRING WORKS, LTD., reverts to the pre-war steel construction. Other developments shown are the new patented springing for dining chairs, and their latest bed-settee action. The latter has all joints washered for greater ease of movement.

* * *

Two-seaters are the latest news among upholstered suites shown by MULTI-SPRING, LTD., and two attractive sets are the "Larsen" and "Norseman" suites, each consisting of a small settee and two easy chairs. Black adds spice to both the upholstery and bedding on this stand, being used for a New Elizabethan three-piece suite in multi-checks, and combined with red and blue floral designs for the "Clifton" divan tickings. "Doric" and "Eton" are among New Elizabethan tickings featured by Multi-Spring, the former a design coming from the firm's own studios. The centrepiece of the stand is the new "350" sprung interior mattress, with comfort - assuring special springing.

* * *

Featured by ASHMELE BROS., LTD., is a new "Knole" suite, available in a variety of coverings; New Elizabethan and traditional wing chairs; and a telephone seat available in striking Regency stripe design.

* * *

Settees, easy and fireside chairs, and suites in both traditional and New Elizabethan styles are to be seen on E. HART'S stand. Outstanding among these are a special buttoned suite upholstered in floral silk in rich shades, which comes in the traditional group. This is a three-seater, all-latex upholstered. Special springing for fireside chairs is also a feature of this display.

Featured by WILLIAM LAWRENCE & CO., LTD., is the "Leslie" three-piece suite in wine uncut moquette; the "Swallow" triple-sprung suite in moquette; bedroom furniture in oak, comprising 4 ft. and 3 ft. wardrobes, dressing tables, gent's wardrobes, chests of drawers, bedsteads and pedestal cupboards; and walnut bedroom furniture with 4 ft. wardrobes, dressing-tables, tallboys and bedsteads.

* * *

Outstanding exhibits of FURNITURE INDUSTRIES, LTD., is the new range of bordered rubber seat cushions to the well-known "Ercol" Windsor chairs; the covers are detachable for easy cleaning. They are showing two new developments in the Windsor chair range, in contemporary and period styles. A new line is a simple, low-priced Windsor rocking-chair with a fitted drawer under the seat. There is, too, a range of chairs in enamelled finishes designed to match interior colour schemes.

* * *

A complete new range of upholstered chairs is being shown by T. W. MEALING & SON, LTD., covered in a wide range of materials.

* * *

Displayed on the stand of WILLIAM BIRCH, LTD., is a fine range of fireside chairs, including the "Windsor" in walnut or natural colour, with reversible Latex rubber cushion and back, and having woven cotton-covered tension springs to the seat; and the "Regal" walnut or neutral colour wing chair, with reversible Dunlopillo rubber cushion and woven cotton-covered tension seat springs, covered in suitable tapestry or moquette.

* * *

Shown by MILES PLATTING CHAIR MANUFACTURING CO., LTD., is the "Clifton" New Elizabethan three-piece suite in striped "Florestin" incorporating a high fan-shaped back, and retailing at less than £37. A novel feature of this suite is the reversible type cushions. The range of exhibits includes a wide selection of suites in all coverings from rexines to hides, including fancy backs, both buttoned and fluted.

* * *

Hide three-piece suites in all colours are shown by LEWIS WOOLF & SONS, LTD. Among these is the "Monarch," incorporating a diamond-fluted hide back, and corner-shaped cushions in matching velveteen.

* * *

Examples of application of their springing to various types of upholstery are demonstrated by NO SAG SPRING (GREAT BRITAIN), LTD.

Newest In Bedding

All firm-edge type divans shown by WILLIAM RHODES, LTD., have a special detachable-leg construction, for which patent application has been made. This saves storage space at retailers' premises, and facilitates furniture-removal work. This firm are showing several "Contemporal" divans in natural walnut and light oak finish, with ticking in New Elizabethan designs and colourings. Castors are fitted to the rear legs to help housewives in cleaning. Also shown are "Rhodosteel" wire mattresses and bedsteads, "Jiffy" patented tufts, and a full range of feather and down pillows.

* * *

The "Couchette Major" is introduced by BRUCE BROS. (BEDDING), LTD. This is the double size of Bruce's couchette, and has the same single-action opening and closing device. An important feature is that the couchette can be closed with all the bedclothes inside, so that the bed is ready instantaneously when required. This is fitted with a spring-interior mattress to B.S.I. specifications. Latex foam seating is incorporated and rubberised hair arms. This firm are also showing a "Junior" cot mattress with interior springing and white cotton felt filling, and the "Duotherm" summer and winter mattress. The "summer" side has a cotton felt interior and the "winter" side a warm feather lay. Another item is the flexible-edged divan containing 192 springs instead of the normal 148. This has been on test for twelve months before being introduced at the Exhibition.

* * *

Bedding is, for the first time, a feature of the SUPOLSTERY, LTD., stand. Five types of spring-interior mattress, to B.S.I. standards, are shown, with a range of divans. Latest designs of their familiar lounge suites include new fireside three-piece suites with fully upholstered seats or loose cushions. A few contemporary designs are shown, and there is an extensive exhibit of leathercloth suites.

* * *

Highlighted by DUNLOP RUBBER CO., LTD., is their new "Super Six" mattress with warmly quilted top and two-tone rayon damask cover, along with the "Imperial Deep Six" in a choice of excellent cover patterns with quilted sides; the new "Family Four" priced from 10 guineas; the "Improved Famous Four" with its quilted sides and colourful rayon damask covers; and a cot mattress made in a special density to cradle baby's growing limbs softly but firmly and to give real rest and relaxation.

In the foreground are Mr. W. W. Grant (manager) and Mr. J. M. Carlyle (supervisor) of Andrew Hay & Co., Ltd., Ayr and Kilmarnock. In the background, Mr. M. Y. Black (Graham & Morton, Ltd., Stirling) is testing the "Restup" chair with Mr. "Chick" Morris of S. Morris & Sons, Ltd., on the right.

* * *

With 50 per cent of their production now given over to New Elizabethan designs, A. F. BUCKINGHAM, LTD., have a particularly well-balanced display which includes a spring-edged divan with a cane headboard. Other divans have fixed headboards, one with an inset panel.

* * *

A Camberwell School of Art student designed the "Leaves" New Elizabethan divan which can be seen on the stand of HORATIO MYER & CO., LTD., who are exhibiting a full range of divans in various covers. In the nursery field, the "Shorty" and the two-tier "Bunk'em" are proved good sellers. Another popular piece is an occasional table with a recess for potted plants.

* * *

Specially designed for use in flatlets and prefabricated dwellings is the new "Taunton" 3 ft. 6 in. three-seater bed-settee to sleep two persons, displayed by RALPH TOPER & SONS, LTD., who are also exhibiting a 4 ft. model. The "Plymouth" all-foam rubber bed-settee suite is commanding attention on this stand, where one can also see an extended range of this firm's bed-settees and upholstery in a wide variety of coverings.

* * *

All introduced this year by W. HOWARD PRICE, LTD., are the "Sapphire Band," "Emerald Band" and "Coral Band" divan sets, covered to blend with both New Elizabethan and traditional furnishing schemes. Other exhibits include an inexpensive New Elizabethan divan set with shaped headboard, and a sprung edge divan set with headboard. An improved model of the "Bexhill," having better fitting and finished drawers is also shown.

* * *

A big attraction in the display of SIMCO, LTD., is a cane-edged divan fited with an upholstered headboard with a "Beautyrest" pocketed spring-interior mattress. It is made in four qualities. A new contemporary divan on this stand is the "Ace" which has a curved light-wood headboard and modern coverings. It is the first time Simco have shown in the modern range.

* * *

"Red," "Gold" and "Amber" seal mattresses featured by SLUMBERLAND, LTD., are now made 8 inches deep, instead of the normal 6 inches. The seal mattresses shown also include models with the heater unit. "Dreamland," New Elizabethan mattresses and divans in all sizes are also displayed. Slumberland divans are now made to fold, for ease in transport and removal. This firm are using diathene covers for pillows, to keep them clean when on display.

* * *

Foldaway spring interior mattresses are available for all bed-settees shown by CHARLES NEWTH & SONS, LTD., and this furniture is styled in traditional and New Elizabethan with appropriate moquette designs. A divanette bed-settee in the latter style has ivory-finish frame, and is also made in light or natural oak. It is upholstered in modern moquettes or texture Florestin. This firm also show 2 ft. and 3 ft. bed-chairs incorporating the same finger-tip control action which is a feature of their

(Continued over page)

divanettes. Pirelli webbing and latex foam is used for wing and tub chairs and for a bed-settee, No. 1627, which retains its seating cushions when used as a bed. A special attachment frees them for cleaning purposes. Charles Newth are also showing the "Eastcraft" coffee table, for which they are sole agents in England and Wales. This is a combined trolley and card table made in 24-inch height to match lower modern seating.

* * *

New in Kitchen Furniture

An improved design of the 401 kitchen cabinet, having the height of the cupboard increased from 18 to 27 inches, is shown by BEATALL FURNITURE, LTD., who have also introduced stainless steel tops to their sink units. An improved Dutch kitchen cabinet is featured along with a smaller size broom cupboard (No. 140) and a new sink unit (No. 200).

* * *

An addition to this year's range by BLUE GATE PRODUCTS, LTD., is the "Curzon" kitchen cabinet with liberal size drawer and ventilators for food storage purposes. Height is 5 ft. 10 in., width 2 ft., and depth 1 ft. 4 in. Other models include the "Regal," "Majestic/N," "Strand/N," "Imperial/N" and "Petite/N."

* * *

Plastic-topped kitchen furniture makes a bright show of colour on the stand of J. T. ELLIS & CO., LTD. In kitchen designs, they have a range of unit furniture which includes a variety of tables, plastic-topped trolleys with reversible baizetop, and stools upholstered in Armoride with solid oak frames. Particularly interesting are their card table trolleys with reversible baize top.

* * *

Gilted glass panels are fitted to all doors of the kitchen cabinets exhibited by CRONDALE FURNITURE CO., LTD., who this year introduce "The Kenton" New Elizabethan design kitchen-cum-living-room cabinet with removable cutlery tray in the top front section which is equipped with new type silent working stays to prevent the flap dropping sharply when it is not properly closed. Other noteworthy models include the specially designed "Chatham" with ample storage space provided by five drawers, plus a cutlery drawer, and a metal-lined food bin; also the "Leicester" New Elizabethan style kitchen cabinet with splayed legs and lay-back body, having drawers and doors flush to the edges of the cabinet to give the appearance of greater width.

On the stand of Shrager Bros. is (right) Mr. S. Cassell, managing director of Dudleys of Birmingham. With him are (centre) Mr. Ralph Shrager and Mr. F. G. Waldron, Shrager's sales manager.

Examining a new sideboard on the Stonehill Furniture stand is Mr. M. Hurst of Woodcrafts (Ilford), Ltd. On the left is Mr. Morris Steinberg.

* * *

Space-saving is stressed by A. FOGEL & SONS LTD. with their corner kitchen cabinet. This is 2 ft. 6 in. wide, but takes up the space of an 18 in. cupboard, and retails at about £16. The "Ilford" and "Reading" cabinets are also new. Both have plastic working surfaces on the drop front. The "Ilford" has an interior-fitted cutlery drawer, and the "Reading" has a zinc-lined container and two drawers, one baize-bottom for cutlery. Fogels are continuing with their unit range of kitchen furniture, making up a 5 ft. 6 in. unit, each piece available separately. This includes a ventilated store cupboard, two drawers (one baize-bottomed), cupboard, dresser section with plastic working surface, and broom cupboard. The "Essex" sink unit, already well-known, has a new removable plastic drawer tray.

* * *

Low-cost, labour-saving kitchen furniture displayed by EVANSVILLE CABINET CO., LTD., feature the "Major," "Dinkie" and "Minor" cabinets. The range exhibited includes 2 ft. 6 in. kitchen cabinets and half cabinets, as well as 3 ft. 6 in. kitchen units.

(Continued on facing page)

More New Ideas in Kitchen Furniture

New to the range of FLEETWAY MANUFACTURING CO., LTD., is a mincing attachment, an addition to the firm's wringer table. Fleetway are also featuring a 5 ft. kitchen dresserette, and make extensive use for table tops of the marbled Formica, which has been popular in America and is now introduced in this country. This is chiefly shown in silver and green effects.

* * *

Outstanding in the NEETA LTD. range of kitchen furniture are the new "Princess" and "Duchess" kitchen cabinets. The "Princess" has sliding glass doors, fitted plate racks, metal-lined storage compartment, and pull-out Formica working surface. A special feature is the pull-out bread board. The "Duchess" has a drop-front, enamel-topped, and fitted plate racks. The latest range of tubular chairs and tables is shown.

* * *

HYGENA CABINETS (LIVERPOOL), LTD. have changed over to a "new look"—very plain, functional, and well-designed for simple elegance. Shown for the first time is the 3 ft. 6 in. "Royal" kitchen cabinet, with built-in cereal boats for tidy, accessible storage, and a cutlery drawer designed into the job. Its drop front has a Formica top. A new vegetable unit has metal drawers, slatted, for tidy storage, and a Formica top. The doors are ventilated by perforated, fly-repellent plastic gauze, based on scientific research. The full range of kitchen furniture is shown on a novel plan: items are displayed against individual wall sections, to open up the stand and attract viewers inside.

* * *

New models of "Devon" kitchen furniture shown by TIMBER CONSTRUCTION (PLYMOUTH), LTD. feature rounded corners and centre-runner drawers with a stop at the back. Model 777, shown for the first time, has side ventilators at the front of the top cupboard, with expanded metal grills. Model 444, 3 ft. 1 in. wide, has back ventilation and a draw-out working surface with plastic top. A cabinet base No. 550, is unusually deep—20 in.—and like all the new range has fully finished interior. All pieces have timber backs. The company's full range of kitchen furniture is shown.

* * *

SOLENT FURNITURE PRODUCTS LTD. are showing their full range of whitewood furniture, including kitchen cabinets, meat safes, cupboards and chests, and tables with plain wood, Formica, or vitreous enamel tops. An interesting new feature is the new automatic spring flap support for a drop-leaf table, combining hinges in the action. The leaf stays in position on being simply lifted up.

Woven and Occasional

New Elizabethan woven fibre furniture is an interesting addition to the range shown by MORRIS WILKINSON & CO. (NOTTINGHAM), LTD. This comes in French grey, green, sand, lemon and stone, together with modern coverings in house and garden colours. The range comprises shaped corner table to fit an easy chair, bedside cabinet, dressing stool and chairs. Also new is a long blanket ottoman in New Elizabethan style.

* * *

A nest of three tables, sold together or individually is a new line shown by THE KAYMET COMPANY. These are available in twelve anodised colours. This firm are also showing their Mini-trolley, 14 inches by 11 inches, a three-tier design.

New Designs in Fabrics

A complete range of traditional and New Elizabethan designs is shown by REGINA FABRICS LTD. The modern styles include a number of checks with or without centre motifs. Uncut moquettes and tapestries are included, as well as damasks, brocades and velvets for upholstery and curtains.

* * *

Fabrics shown by C. E. MATTHEWS & CO., LTD. in their "Acorn" range include a number of contemporary plaids, and uncut moquettes in contemporary styles. They are showing a good variety in traditional styles.

* * *

WESSEX WEAVERS have "gone all contemporary," showing a striking hand-tufted carpet with a lemon yellow sweeping curve on a black ground, and bungalow rugs of Scandinavian type in flat-woven contemporary style. A fine reproduction rug is shown, loom handmade of super-Saxony wool, with floral design on black. The display includes samples of the normal range of rugs, particularly of special sizes, in the medium to high price range.

* * *

MELLORS, MUNROE & CO., LTD., are showing a complete range of furnishing fabrics, including New Elizabethan uncut moquettes in the latest shades, including black and gold, and cerise.

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A new range of brocatelles with chintz colour effects, shown by RICHARDSON SMITH AND CO., LTD., has brought this luxury fabric into the inexpensive class. This company's range includes upholstery, curtain, and loose cover fabrics in their latest designs. Another feature is the cotton loose cover range in a wide variety of colours in both contemporary and period design.

Upholstery Coverings

Cowhide upholstery leather shown by BRIDGE OF WEIR LEATHER CO., LTD., includes a range of pastels specially produced to team with New Elizabethan furniture. Interesting two-tone effects are a feature of this new line, which comprises soft rose and green colourings. The new shades are available in both the "Ruskin" hide, for contract furnishings such as ships and hotels, and in the "Bridge of Weir" hide for domestic use.

* * *

Designs specially suitable for New Elizabethan furniture are shown by IMPERIAL CHEMICAL INDUSTRIES, LTD. (LEATHERCLOTH DIVISION). These are in "Vynide," and comprise three groups: textured effects and tweeds, Spanish and Roman-type leather graining effects; embossed patterns of floral and formal style. Several designs are in two-tone mixtures, and others give the same impression by light-reflection on the embossed pattern. Most are "bridge" styles, suitable for all periods and styles of furniture.

* * *

A wide range of New Elizabethan designs is shown by ARMORIDE LTD. in their "Florestin" coverings. These include a matelassé effect with half and two-toning, and colourful candy stripes. All are washable, fire and stain-proof, and have undergone rigorous anti-crack testing.

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The latest Vynide range is shown by M. H. GREENMAN, LTD., as well as their new range of plastic handles and latest additions to their metal range. On show are a wide range of mouldings, carvings, fittings and fabrics.

Leather in Upholstery

The "Celstra" and "Vaumol' are among the upholstery leathers in all colours and finishes shown by CONNOLLY BROS. (Curriers) LTD., in a new range specially for contemporary furniture. The display includes embossed leather panelling and leather-covered doors, new designs and qualities of "Dulon" P.V.C.

Floorcoverings

Six model furnished rooms carpeted throughout with "Raymar" rubber-backed needleloom carpeting are to be seen on the stand of PETMAR INDUSTRIES, LTD., together with a full selection of rubber and plastic bonded underfelts, rubber and plastic bonded needleloom felt pads, and underfelts with a finish.

* * *

All-British carpets—rugs, stair and body carpets, and squares—make up the display by B. ROSE & CO., LTD., with some linoleum and mats. The full range is shown, from cheap chenilles to the best spools.

* * *

KAYAM CARPETS, LTD., are attracting buyer attention with handmade and embossed Indian carpets and strip carpeting with New Elizabethan designs.

Fittings and Materials

For the first time S. GREENMAN, LTD., are presenting a complete range of handles for New Elizabethan suites. This firm feature cabinet handles for all period styles, and are also showing embossed ornaments, and plain and embossed mouldings. New to the Exhibition is their patented rubber roller catch.

* * *

A comprehensive range of fittings for use in the furniture trade is featured by NICO MANUFAC-CO., LTD., including locks, castors, stays, catches and mirror fittings. Of special interest are a new chromium plated die-cast handle for cabinet work, and a latching wardrobe lock (No. 945). Nico's have restyled their 3550 die-cast doorline catch.

* * *

An outstanding feature at the stand of T. S. DONNE & SONS, LTD., is a setpiece showing a 1797 stool equipped with Donne's old type webbing, and a Coronation stool (as used in Westminster Abbey) fitted with this firm's webbing. Also exhibited are flax mattress and upholstery twines, flax twine tufting loops and tufting twine, laid cords, chair webbings and bindings.

* * *

In their full range of upholstery nails, KENT NAIL WORKS, LTD., are showing a new two-pronged nail for covering on thin ply. The range includes their new light antique finish, decorated nails, and enamelled finish in a variety of colours.

* * *

Exhibited by CITY FURNISHINGS (LIVERPOOL), LTD., is ruche for the upholstery trade in uncut moquette, along with non-crush mohair velvet, tapestry and cut moquettes in various colours and mingles, as well as soft self-piping fillings.

* * *

Exhibited for the first time in this country by PROGRESS MERCANTILE CO., LTD., is "Pirelli" patented resilient webbing. Demonstrations are being given of the various types of applications of this webbing in the upholstery industry. It is considered to be an ideal base for Latex foam.

* * *

Samples of their selection of walnut and oak veneers are exhibited by AARONSON BROS. LTD.

* * *

A "starter" set of twenty pieces of crockery, for a family of four, is shown by LAURIE & CO. This is a design called "Harlequinade" in gold, grey, maroon, and dark or light greens. Trays shown include sets of three with galleon, hunting or rustic scenes. These trays have glass tops, chromium surrounds and plastic handles.

* * *

Framed and frameless mirrors are featured by PERRY & SONS (OVERMANTEL), LTD., and the framed range includes a number of coloured styles particularly well suited for use with reproduction furniture. There are a number of additions to the extensive range of shapes in frameless style mirrors.

Special Show of Tibbenham Furniture

The "Granville" bedroom suite in Jacobean oak by Tibbenham's.

ON view at the Frederick Tibbenham, Ltd., showrooms in Fitzroy Square during the period of the Exhibition is their complete range of reproduction furniture for home sales and export.

In their standard range of bedroom and dining-room furniture there are several new designs. While maintaining the period character, an approach is made to modern tastes in design and colour.

Two bedroom suites, the "Windermere" and "Granville," are shown in new light finishes. The "Windermere" is in walnut and bleached walnut finishes, and the "Granville" in Jacobean oak and limed oak. In each case the design and price are the same in both finishes.

In several lines extra storage accommodation has been provided. Although this has meant a departure from the pure reproduction, the spirit of the design has been kept with no loss of elegance.

Also on show are the various pieces in the "Princess" export range, and a room is devoted to the "Duchess" dining suite successfully introduced last autumn.

RETAIL SELLING PLANS

"World" Features Editor Reports On

C.o.I.D. Course for Senior Retail Management Staff

Talking things over are, left to right: Mr. W. S. Dymond (Lance & Lance, Ltd.), Mr. E. G. Regan and Mr. K. P. Mannakee (Lefevre (Gillingham) Ltd.), and Mr. K. Hardy (Coalville & District Co-operative Society, Ltd.).

Stores from many parts of the country sent senior staff to a C.o.I.D. course held in a Georgian mansion at Attingham last week. "Furnishing World's" Features Editor was there to cover the course. This issue and next week's contain full reports of the proceedings.

IN the opening lecture at the Council of Industrial Design Retail Course for Senior Management at Attingham Park, Shrewsbury, last week, Mr. Gordon Russell, C.B.E., M.C., R.D.I., Director of the C.O.I.D., stressed the necessity for a sense of responsibility on the part of retailers. Mr. Russell was talking to senior staff-managers and buyers—taking the first course arranged for retail executives by the Council, covering both furniture and soft furnishings.

"Design," said Mr. Russell, "is part of the quality of goods. You have to have good workmanship, good quality material, good design. Where the first two are lacking in a trade, you are unlikely to have the third. In trades where there is the greatest contact between the actual maker and user you have the best results. This appears to argue against the retailer, but I mean such projects as railway engineering, the building of bridges, and so on. The approach there is essentially different from the approach in the durable consumer trades, where it is essential that the customer can choose from a great number of things. That is where the retailer comes in. In these trades the retailer is more important, it seems, than the manufacturer. Unless you can find ways of showing new goods, of adequately displaying them, and training staff in the knowledge of them, it is difficult for the manufacturer to get anywhere. The only alternative is for him to brand his goods, advertise them nationally, and turn the retailer into a self-service shop for the manufacturer—into what is merely an agent. This takes away the retailer's responsibility, which is one of advising the customer in a choice from a number of goods. This has already happened in certain trades, including that of printing."

Windows "Educate" Public

Talking of the retailer's responsibility, Mr. Russell continued: "Retailers often say, 'We have enough problems of our own. Our job is not to educate the public but to sell what they want—to have it there and deliver it to them.'" When he spoke of educating the public, he did not mean any "high-falutin'" idea. When a retailer bought goods from one manufacturer rather than another, and displayed them in his showroom or windows, he was educating the public. It was by window-gazing that public taste is formed. Taste was not a fixed quantity, it was constantly changing. To-day it changed according to the things people saw around them, the things they saw on television (which would have an even greater effect later on), the buildings they went into, the shop windows which they studied. Many people were apt to underestimate the general level of public taste. On the whole, that taste was often higher than that of the average buyer in a retail house, many of whom were out of touch with the taste of younger people.

"We are in the middle of an astonishing revolution in production," said Mr. Russell, "and this is causing a somewhat similar revolution in dis-

(Continued on page 103)

Another group, pictured against the New Elizabethan exhibition at Attingham Park. Left to right: Mr. J. F. Todd (R. Watson & Co., Ltd., Belfast), Mr. T. H. McGuire (Tyrrell & Green, Ltd.) and Mr. E. Calardine (W. Hodgkinson, Ltd.).

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Gordon Russell Talks to "Seniors" on "Retailer's Responsibility"

1. "The buyer should be freed to see how other businesses operate here and abroad. There is too much of a tendency among buyers to feel that they can never be spared for more than a day at a time. They work too close to the job, and as a result many have closed minds."

2. "Few retailers get as much out of the local art school as they should. They could at least have courses on display."

(Continued from page 101)
tribution." For thousands of years goods had been made by hand, and for less than two hundred years—and chiefly in the last half-century—they had been made by machine.

The development of the machine had led to the establishment of large factories in the towns, as opposed to the small workshops spread all over the country. To run a large factory a different type of man from the master-craftsman was needed. A man good at large-scale organisation, and finance was not necessarily critical of the thing his factory made. There were directors to-day who were barely aware of what was produced by their own factories, but none of them was in any doubt as to whether he made a profit or a loss.

The Important Link

Because of this situation the retailer was in most cases the only direct link between manufacturer and customer. It was easier for the manufacturer to have a sense of responsibility to the public, whom he met as his customers, than it was for him to have this feeling towards people he had never met personally.

It was impossible, said Mr. Russell, to go back to the system of the small workshop, where the maker had personal contact with the public. What was needed was some way of building up that lost sense of personal responsibility. The way in which the retailer could help was by letting the public see the largest possible range of goods now being produced. Many retailers had criticised the monotony of Utility furniture during and after the war, but in many cases they had shown the public two choices of furniture before Utility: bad and worse.

Ahead of the Public

All types of furniture should have a fair showing, Mr. Russell believed. It was not good practice to put one or two pieces in the corner of a sales-floor and leave your staff in ignorance about their qualities. It was hard for a salesman to put his heart into selling something about which he had not been told.

Retailers should be slightly ahead of the public, and they could do that by holding a smaller—but adequate—range of new designs. No one could be expected to turn over the whole of his stock to different furniture styles unless he was reasonably sure of a market. It was a different thing to have a small pilot range of new designs, ready to grow into a big department when the demand justified it. To say, as many did, "When there is a demand for it we will show it," was an evasion of his responsibility by the retailer. Demand was built up by making new designs and by giving them a fair showing.

Mr. Russell grouped furniture manufacturers to-day into four categories. First, those making excellent reproduction furniture, well-made and with good proportions. Secondly, those who were genuinely attempting to solve the problem of producing good machine-made furniture, using to-day's materials and styles. Thirdly came those making imitation reproduction furniture, and fourthly, those making imitation "Contemporary." The third and fourth were largely the same, those who had previously seized upon one feature of a style or period—the bulbous leg, the cabriole leg, and so on—but had decided to jump on the New Elizabethan bandwagon. "You cannot get good design without good designers," said Mr. Russell.

The retailer could play his part by making retailing a job of which people—especially the young—could be really proud. The "old stagers" blamed the young salesman for lack of interest, but buyers carried stocks of furniture in which no intelligent young person could possibly be interested.

POINTS RAISED BY QUESTIONERS

1. That there is a need for more detail about their products to be given by manufacturers to retailers. This has also been found in the glass and pottery departments, where many salesmen have never had the opportunity before of selling decorated pottery or cut-glass. More product information would help salesman and maker alike.

2. Strict stock control hampers buyers who would like to stock new designs, but whose managements demand quick-selling, safe lines.

Design and Manufacture of Furniture, Past and Present

GIVING the third lecture, under this title, in the residential retail course at Attingham Park, Shrewsbury, last week, Mr. J. P. McCrum, A.R.C.A., industrial designer and consultant, said that all furniture was dual-purpose. "The first purpose of furniture is purely utilitarian. We need it to store our goods, to provide something to sit upon, to eat from, and to rest upon." It also had a second purpose—to play its part in the human activity of making a home. A home was expected to have permanence, security, warmth and welcome.

The furniture of the great epochs of the past had been made for the homes of people who had money, leisure, learning and space, and also servants to maintain their possessions in good condition. "To-day," said Mr. McCrum, "the greater part of furniture which is manufactured is intended for the homes of people who must work, who have limited incomes, sometimes little learning or culture, and who in each family must contrive among themselves to keep the home in a livable condition without the help of servants." These conditions must have some bearing on what sort of furniture should be made and how it should be designed.

The common characteristic of most furniture of all times was the material from which it was made—wood. From earliest times it had been reasonably simple to work it with very primitive tools. All good furniture of past and present was based on a reasonable and unforced treatment of wood.

"Furniture was originally made by carpenters, that is by the workmen who did the heavy constructional woodwork in building. Carpenters work with heavy pieces of wood, beams and boards, and fasten them together with iron fastenings. Their furniture was of the simplest and is exemplified by the mediæval type of storage chest. Later, men called joiners were used to

(Continued on page 105)

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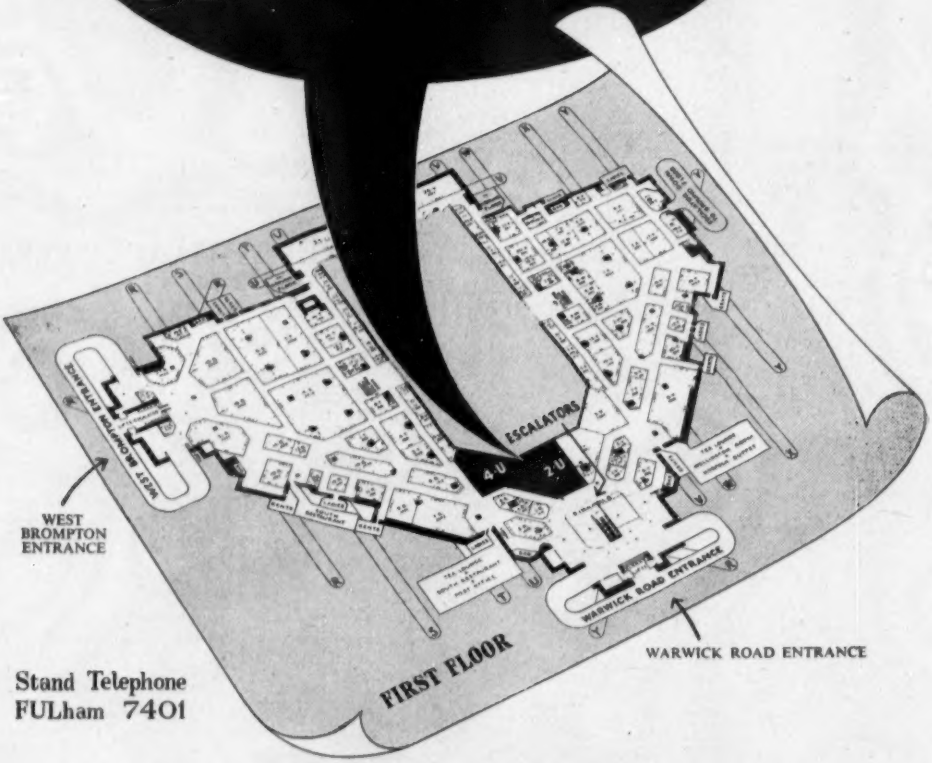

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(Continued from page 103)
make the interior woodwork of buildings which was lighter than the heavy constructional work. Joiners developed a system of jointing together rails and stiles, i.e., horizontals and uprights of light section to make rectangular structures, the open spaces of which were filled by thin panels. They supplanted the carpenters as the makers of furniture. Much later there came the cabinet makers. They brought a new idea to the working of wood; that was, to fasten together separate pieces with glue instead of with metal as did the carpenters, and in addition to the interlocking joints of the joiner. Their method of work lost some of the robust character of framed-up joiner work, but made it possible to make shapes which the joiner could not make. Each of these three types of furniture had its own type of decoration. The carpenter's furniture might have shallow carving on the boards from which it was made, with some elementary treatment of edges; the joiner's furniture was carved in such a way as to insist on the ingenious construction of frames, and the cabinet maker's furniture employed the large simple areas permissible with his glued-up technique to show the maker's skill in the use of rich veneers, inlays and marquetry."

Modern Developments

Machines to-day, said Mr. McCrum, could make the types of furniture previously made by carpenter, joiner or cabinetmaker. An enormous contribution to design for a machine age had come from the leading engineers in the 19th century. To-day, however, the pendulum had swung completely from reciprocating movement to revolving movement. This applied to jet aircraft and circular cutters alike. Rotating tools of high speed steel dictated the shape of furniture to-day.

Parallel with this development were new methods of sticking pieces of wood together, and the introduction of synthetic glues. Another reason for changes in style had been the high cost of raw timber, and problems of its seasoning for use in mass production. The use of laminates, veneers and pre-formed curves was because of the necessity of keeping the production line moving with materials which could be relied upon at varying intervals after being taken into the manufacturer's stock.

One important aspect of furniture manufacture, said Mr McCrum, presented great difficulties. This was the factor of decoration. Whereas the joiner had put in his own decoration after the simple structure was made, that could not be done with mass production to-day. The decoration must come from the appearance of the wood itself and from its shape. Bulbous-legged furniture made to-day on machines, he said, was wrong because it was imitating the past and using the wrong materials in doing so. Right design was not a question of one style versus another, but of furniture which was logical according to the process by which it was made, by the materials used in its construction, and by the home for which it was intended.

Feminine interest in fabrics at the Attingham course. Left to right: Miss Farmer (Lewis's, Ltd., Birmingham), Miss P. Wilkinson. Seated, Mrs. E. Whilde (The White House (Derby) Ltd.), Miss J. Blake (Heal & Son, Ltd.).

The Modern Movement

In the period from 1851 to 1951 a terrific human revolution had taken place, said Mr. George Trevelyan, B.A., Warden of Attingham Park, talking to retail executives taking the C.o.I.D. Course. Never before had people had to adapt themselves at such a speed.

As the effects of the Industrial Revolution began to be felt, and most things for the home were made by machine, a complete breakdown of taste occurred. The people who used machinery relied on imitations of the old hand-made work, and did not know how to design specifically for the machine. This applied not only to England but the whole of Europe. Only to-day was there any sign of order coming out of this chaos.

Men who rose up to speak against the breakdown of taste were first John Ruskin and then William Morris. Morris saw the human tragedy of the decay of the crafts, and launched the Arts and Crafts movement which strove to keep alive the traditions and joy of hand craftsmanship. This was continued by Gimson and Edward Barclay. Associated in this were Ambrose Heal, and Gordon Russell who took the Cotswold tradition and adapted it to modern machinery.

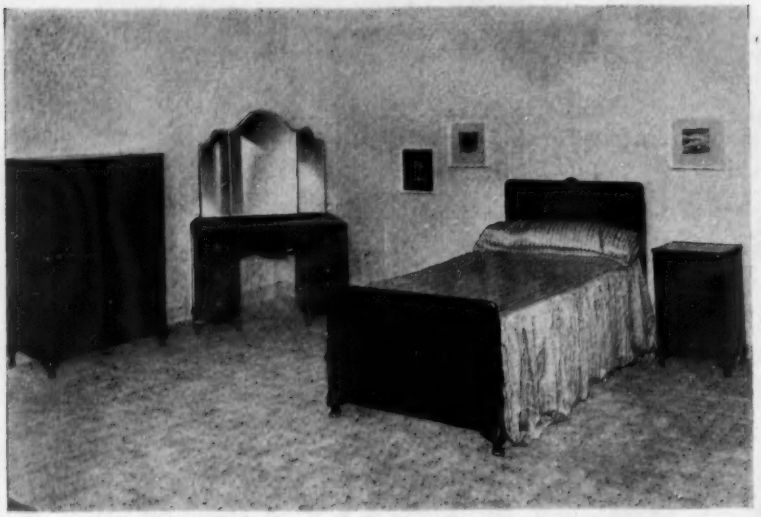
The engineers detached themselves from tradition, using the new materials made available. The architects took from the two streams of hand and machine craft, and co-ordinated them, Voysey and Lethaby in particular recognising the value of fine construction in architecture.

The Art Nouveau episode was a creative attempt at applied art in all forms. It accepted iron and steel but kept feeling for the crafts. It swept the board on the Continent, but actually originated in Britain.

In Germany Bruno Paul aimed at developing a style of furniture typifying the machine age—unit pieces—and in 1907 the Deutsche Werkbund was set up. The chief figure there was Mathesius, who came to England to study the Arts and Crafts movement. In America the architects, Sullivan and Frank Lloyd Wright accepted the machine age. In Germany Gropius co-ordinated the Modern Movement in the Bauhaus at Weimar.

Just after the recent war the Modern Movement came back to England in which it had originated.

A further report will appear in next week's issue of FURNISHING WORLD.



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Above, left: "Crawley," 30-inch glazed chintz from H. Harris (Textiles), Ltd. Colourways include black and gold, grey and rose, and an autumnal blend. Right: from the same firm a fine tissue brocade stripe in five colourways.

SOFT FURNISHING SIDE

Floral and Geometric In New and Traditional Styles

APART from the purely abstract ideas most designs for fabrics resolve themselves into two groups: floral or geometrical patterns. From the former group we have selected two which are full of colour and detail, in the style of the William Morris fabric which appeared in *Furnishing World* of February 5, to illustrate the report of Sir Ernest Goodale's talk on the history of furnishing fabrics.

Finely engraved copper rollers are used to produce the early-Victorian glazed chintz pictured at the top of the page. It comes from H. Harris (Textiles), Ltd., and bears the name "Crawley." The floral design is carried out in four colourways: green and stone, grey and rose, black and gold, and in autumn colours.

The floral print, rich in colour and detail, shown on right, is from Haworth's Fabrics, Ltd., and shows the same type of subject treated in New Elizabethan style. This is Haworth's design 1855/128, a tulip print in four background colours, 48 inches wide.

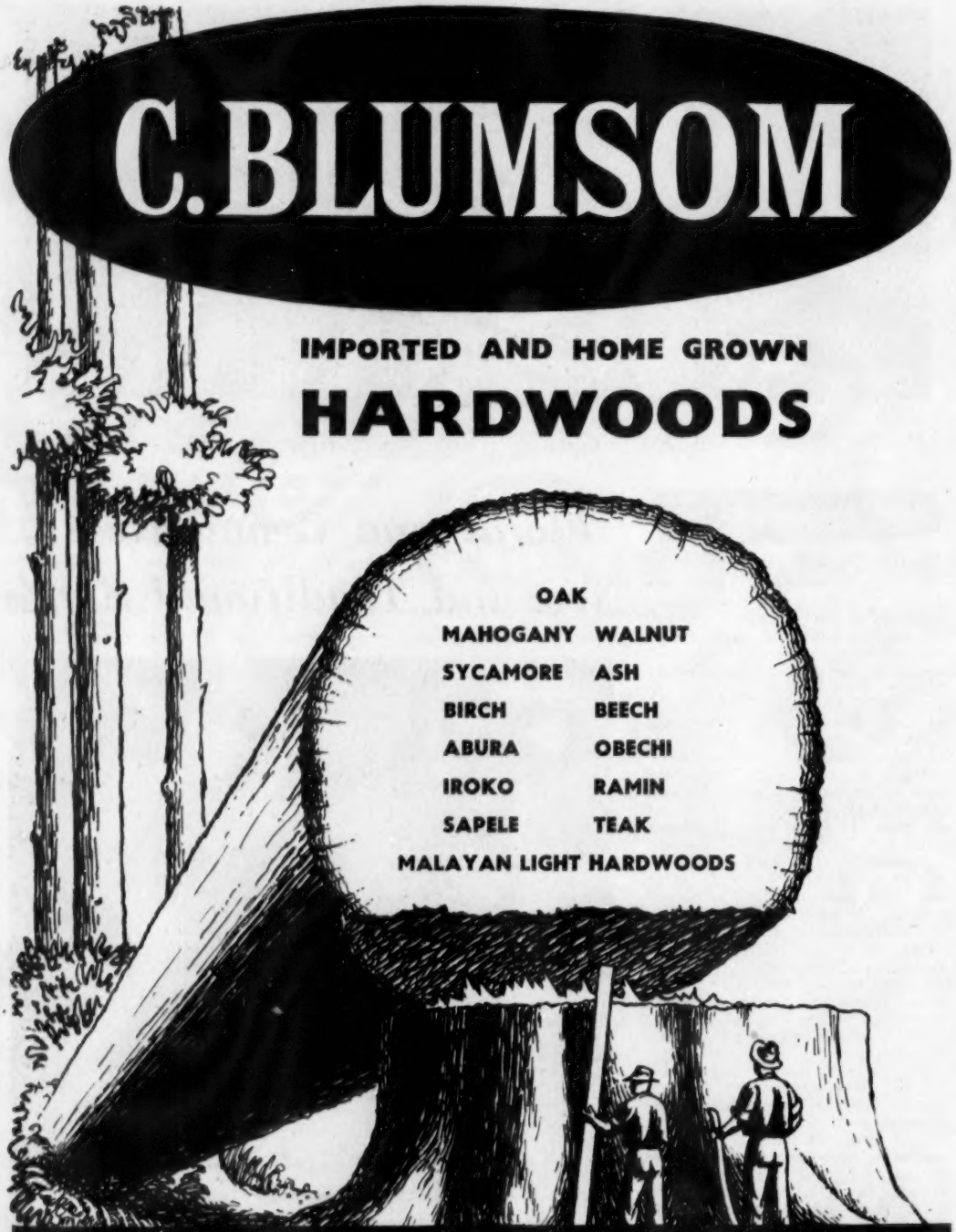
The geometric designs—one a stripe and the other a square — illustrate equally well the variety that can be obtained in a single category. The striped fabric of traditional style at the top of this page is a fine tissue brocade, 50 inches wide, from H. Harris (Textiles), Ltd., in five colours, wine, blue, gold, rose, and green. The fabric far right is Semple & Co.'s EB 1644, and a 100 per cent cotton tapestry featuring large squares.

Above, left: New Elizabethan tulip print in four background colours, from Haworth's Fabrics, Ltd. Right: bold squares in an all-cotton from Semple & Co., Ltd., in black and yellow.

C. BLUMSOM

IMPORTED AND HOME GROWN

HARDWOODS



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MANUFACTURING TECHNIQUES AND IDEAS

Training of Craftsmen Is A Vital Function

Harris Lebus Scheme for the Factory

WITH the increased use of machines in furniture manufacture, involving breakdown into sectional production, the danger arose that entrants would fail to get an over-all experience of manufacture. In smaller firms limiting their production to comparatively few basic designs, too, experience in the wider field of manufacture would be lost.

The result would be a dearth of qualified craftsmen, from whom management trainees might be drawn and who would be required for production development. Reduction of the body of skilled men would inevitably harm the trade as a whole.

In 1949 the Joint Industrial Council of the British Furniture Trade agreed on the framework of a scheme to give thorough training in the furnishing crafts to boys entering the trade from school. A four-year period of training was laid down, during which a learner would be taught one of the thirteen selected crafts.

Conditions of training are embodied in a Learner's Certificate, to be issued at the commencement and completed at the end of the course. An essential feature of the scheme is that the employer must give leave, without deduction from pay, for the learner to attend approved technical classes, if available, during the first two years.

The employer undertakes to afford every facility for the learner to become proficient in the selected craft, and the learner agrees to complete the training period with the firm, provided it is within his power to do so. The Learner's Certificate is signed by the employer, learner, and a representative of the Joint Industrial Council.

Within this framework there is ample room for the employer to build his own training scheme. A well-integrated example of a sound, comprehensive scheme is that of Harris Lebus, Ltd.

On a 45-acre site at Tottenham, this firm's furniture factory is the largest in the world. Production is planned according to the most up-to-date methods, and processes are broken down to make use of the most modern machines. Thousands of workers are employed. To be given a thorough training in his craft a boy is moved round the factory in conformity with a definite schedule.

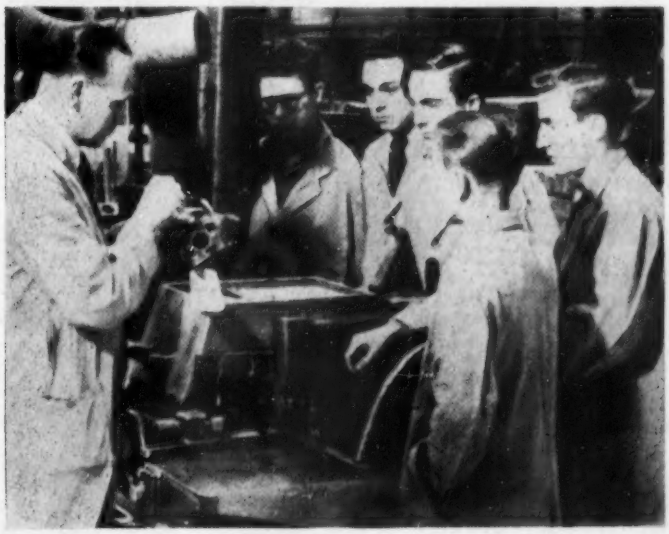
Aspiring entrants are given a copy of the booklet, "Train for your Career," which describes the firm of Harris Lebus, Ltd. and explains its relationship with its employees. The boy's part in the training scheme is explained and the text concludes with some sound advice which could well be applied to any career. Pictures of training and factory life combine with a clean, attractive make-up to complete a booklet which must give quite a fillip to recruitment.

The boy's first contact with the firm is an interview with the Education Officer and another member of the Personnel Department. In a mutually instructive talk each available craft is explained, and the boy may make his choice. Some confer with their parents first, though a surprising number have already made up their minds before they are interviewed. The boy is taken round the factory and shown the departments and operations, and before he goes he is given his first talk on accident prevention.

Each boy's first six months with the company are a probationary period. During this time he acts as shop boy and absorbs the atmosphere. He has the chance to confirm (or otherwise) his desire to enter the craft he would

(Continued on page 111)

This delightful veneered side table, and the trolley also illustrated with this article, were designed and made by 18-year-old learners during their one-day-a-week attendance at the Technical College.



A group of learners receiving instruction at Harris Lebus.

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Close Link With College in Learner-Training

(Continued from page 109)

like to be taught, and while he is learning about the company he is also showing his potentialities.

On arrival he is given a clock number. This, with his name and date of birth, is entered on an operations chart in the Education Office. The chart is headed by all the operations through which he must pass, and the dates he commences and finishes each are recorded on it.

A Record of Movement card is given to each beginner. Headed by his name, clock number, and craft—machinist, veneer craftsman, cabinet maker, or polisher—it tabulates the various sections of his practical training, divided into two tables for pre-National Service and post-National Service training. Each section is for two years' training (100 weeks). The first column is for the operations in which he receives training, and the second for the number of weeks allocated to each operation. There are columns for the dates he commences and finishes each operation, the foreman's signature, and remarks.

Practical training—a learner is assembling the framework of a sideboard.

Preparing a decorative veneer.

On the back of the card are date and signature columns for the lad's monthly progress check, when he reports to the Education Officer.

If the boy passes his probationary period satisfactorily he receives a Learnership Certificate, of which a copy is kept by the Personnel Department, and he now begins his course as a learner with a day each week at the Technical College at the company's expense.

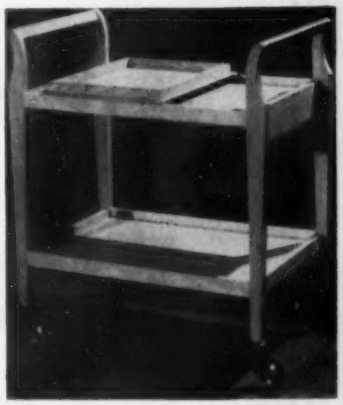
Unofficial Uncle

In the factory he embarks on his practical training under the eyes of the foreman, shop manager, and Education Officer—and one other. He has a "Friend" allotted to him on entering the shop—a reliable journeyman who can take a personal interest in the lad and generally act as an unofficial uncle. His Friend will give him the benefit of experience in the many problems which confront a lad when he leaves school and starts earning his own living. The learner takes his questions to his Friend, who either answers them or advises him where to take them.

A complete set of cabinet-making tools, in a case, is handed to each learner when he starts his practical training. He is charged the cost price, to be repaid weekly over the next two years. The payments are 1s. a week for 24 weeks, then 2s. a week for the rest of the period.

Besides the boy's monthly visit to the Education Officer, a monthly report is made on him by the shop manager, grading his time-keeping, general tidiness, willingness, dexterity, ambition, general behaviour and general progress, with space for remarks to add to the picture.

Record is kept, signed by the masters and counter-signed by the foreman, of the boy's attendance at classes at the Technical College. This, too, is inspected by the Education Officer.



A trolley made at the College.

Great interest is taken by the company in the College. To add interest to the training and give an opportunity for self-expression, the boys are encouraged during the craft lessons to design and make useful articles of furniture of which they can be proud.

Their original designs are prepared under the guidance of the master, and Harris Lebus, Ltd. supply the timber, veneer, fittings, and so on at a nominal cost to the boys. This charge is considered desirable as it give the learner some idea of the value of the materials with which he will be working, and helps to inculcate a sense of responsibility.

It usually takes a boy a year to complete his article. Then he brings it to the factory for inspection and polishing. It is photographed, three copies being printed—for the boy, the College and the Education Officer's file. The boys take home their photographs almost as eagerly as they take their furniture! They are required tob ring the furniture back to College for exhibition at the next annual prize-giving.

Break for National Service

At the end of two years' training a boy is usually due to leave for his National Service. The scheme is designed with this in mind, and the more difficult parts of the practical training are included in the second two years, after his return. In this later period, of course, he is no longer attending the Technical College.

Boys are encouraged to sit for the City and Guilds of London Certificate. When a lad decides to do so,

(Continued on page 113)

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July Exhibition and Conference May Show . . .

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"PRODUCTION for Plenty" is the theme of an exhibition at Olympia from July 7 to 14, sponsored by the Institution of Production Engineers. A conference to be held during the exhibition period will be attended by leading production engineers and industrialists from home and abroad.

The exhibition aims to show the sort of thing our standard of living depends on: "what is meant by Productivity—that much-abused and little-understood word." For the first time, the sponsors say, the story of the research and development standing behind Britain's productive enterprises is being presented in a graphic form.

Many industries will be represented, offering a first-class opportunity for a "cross-fertilisation" of ideas. Many problems faced by one industry have actually been solved as they apply to a different one, and an exhibition of this type shows how the challenge was met.

Furniture manufacturers may find that their own headaches have not only been encountered in other industries, but have been overcome. There should be no lack of interest in an exhibition specifically addressed to the exchange of information of this sort.

Profits for Education

Organisation of the exhibition has been undertaken by the Building Trades Exhibition, Ltd., who have been responsible for organising the Building Exhibition for the past half-century. Mrs. Montgomery, managing director of Building Trades Exhibition Ltd., states that if the new exhibition succeeds in making a profit it will be used to finance educational activities.

Different subsections of the exhibition will show how research is helping in the better utilisation of manpower and the training of managers, technologists and skilled workers; processes, planning, methods, simplification and standardisation, work study, welfare, safety and human relationships.

The Materials subsection will show how research and development have made available new and better metals, synthetics and raw materials. Production and process equipment, measuring and control, jigs and fixtures, tools and industrial finishes come under the heading of Means' Services and Aids will cover advisory and supporting services, design, communications, factory planning, handling and transport, and so on.

Value of the Press

A subsection devoted to the Press, and particularly the Technical Press, will highlight its vital part in drawing the attention of industry to the latest developments.

The centre of the exhibition hall will be occupied by such important bodies as the Department of Scientific and Industrial Research and the British Standards Institution. Radiating from this core, selected firms will show how research has actually been applied.

The organisers emphasise that the displays will not be of end products themselves, so much as the latest developments in the exhibitors' own production lines and their contribution to higher productivity.

The conference will be opened by the Rt. Hon. The Earl of Halsbury, managing director of the National Research Development Corporation, who will present the 1954 Sir Alfred Herbert Paper.

Other papers are being sponsored by the Department of Scientific and Industrial Research, British Standards Institution, British Productivity Council and Trades Union Congress, and the British Institute of Management has been invited to take part.

(Continued from page 111)

and is showing progress, the firm backs any application for deferment of his National Service. In this case he goes straight on with his third year of practical training.

Finally, as each boy completes his training course his Learner's Certificate is completed and he becomes a qualified journeyman in his chosen craft.

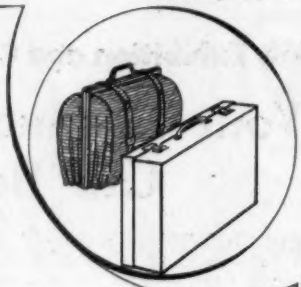
Constant control ensures the efficiency of this training scheme. The Education Officer keeps close contact with its working, making regular tours of the factory to see the boys at work, talking to "friends," foremen and shop managers. He is in constant touch with the Technical College, and serves on its Advisory Committee. He sees each boy, without exception, monthly in his office, where he keeps individual dossiers with all their records.

On the organisation of the scheme as a whole he keeps check by means of the operation charts mentioned earlier. He can see at a glance not only how each lad is keeping up with his scheduled movements, but how the shops are being used to play their part in the programme.

These boys are "learners," and not indentured apprentices, but their training is treated with proper responsibility nevertheless. It must be said that its success is mainly due to the interest shown by the management, and the consistently close contact with the individual boys.

This contact is not confined to working hours but is maintained to a considerable degree afterwards through the medium of the Sports and Social Club. Besides facilities for the normal outdoor sports on the playing field adjacent to the works, there are sections for dramatics, choir, badminton, dances and socials. Latent powers of leadership in the boys are often first revealed in off-duty hours.

1878 1953



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HARDWOOD MARKET
By Quercus

Awaiting Pointers From Earls Court

THERE is little doubt that the entire hardwood market situation is dominated by the Furniture Exhibition. Until buyers' reaction to this is known, manufacturers have little inclination to place bulk contracts with hardwood importers, particularly as most have sufficient stocks to cover their normal requirements. In past years it has been the policy of most of the larger manufacturers to see which of the "selling lines" is going to appeal most to the general public and then to order their hardwood and plywood stocks accordingly, and it is already obvious that this policy is being maintained this year. It is thought, however, that the next few weeks will see a substantial re-entry of the furniture trade into the hardwood and plywood market, and importers are laying their plans accordingly.

* * *

In the hardwood market itself, the only major development of the past few weeks has been the announcement of prices of Yugoslav beech material for shipment to the U.K. from March onwards. These prices show a considerable advance, and although the offers are already being taken up the increased prices may stimulate a demand for some of the substitute woods. There is still a strong demand for Japanese oak. Prices are firm and the supply is limited.

* * *

The light hardwood group of timbers is now finding its own market level. There has been a renewed call for some of these woods for traditional rather than substitute purposes, but recent events in the U.K., such as the freeing of softwood from consumer licensing, have had repercussions in the West African market, where producers are reported to be curtailing their production schedules.

* * *

In the plywood section of the trade keen interest is being shown in Japanese lauan, the price of which has increased considerably in recent weeks. Main interest continues to centre on the Finnish market, where shippers are fully booked ahead with orders.

How British Furniture Makers Are Stepping-up Production—5

TO increase productivity, Dancer and Hearne Bros., Ltd. (chair division) have introduced new mechanical equipment, with new layouts and the application of production control. They employ about 250 in the manufacture of a wide range of chairs. A high percentage of their production is devoted to contract work.

Kiln-drying, introduced during the war, is now used exclusively. Most of their wood comes from local sources, with a decided effect on costs.

Layout has been altered in the mill so that the band-saw machines back on to a moving belt conveyor running the whole length of the shop, which carries away waste pieces of timber.

Many new machines have been installed, among them high-speed shapers, specifically for small curved parts. They incorporate air clamps and are completely automatic, the operative's task being only to load and unload.

Automatic Feeds

Automatic feeds are used for certain high-speed machines, either of the hopper type, with the speed controlled by gears to suit varying types of wood and to fit in with the working capacity of the operative, or "finger" feeds—a wide bed of metal points (or fingers) which direct the pieces of wood to the saw.

Wood bending is now by Rye process. Wood is steamed in an oven for two to three hours, then bent on a hydraulic press over formers of the required design.

High-frequency machines are used for joining elm seats and applying plywood to seats and backs. The unit has two sets of jigs. Seats are fed into the jigs and, after heating, pushed out on the far side ready for the next operation. While one seat is being cured the other set of jigs is being loaded.

Operation in the assembly section has been broken down into five stages. Electric small tools and air-compressed clamps are used extensively. Output in the upholstery section has been increased by the use of a hydraulic press for compressing chair seat interiors so that the final tacking operation is carried out without fatigue to the operatives.

Mechanical handling has been introduced at various points. Fork-lift trucks are being employed for moving equipment and for storing parts, making maximum use of space. An overhead conveyor system takes chairs from the assembly department to the finishing shop.

Making a wide range of chairs, they attach great value to the development shop. Here prototype models are made up either to the customer's requirements or to the firm's own design. The same department is also responsible for training apprentices.

Production control is achieved by a close link between production and sales departments. Charts show at any given week, up to six months ahead, the stage in production of each model, ensuring that models can be delivered to a specified date.

This series spotlights action taken by the manufacturers to increase efficiency in production. Details are condensed from the British Productivity Council's "Review of Productivity in the Furniture Industry."

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Trading Results

£20,000 Loss To £25,000 Profit

Trading profit of **Campbells & Stewart & McDonald, Ltd.**, for the year to December 31, is £25,609, including profit of new subsidiary of two months, compared with the previous year's loss of £20,442 by the parent company only. Ordinary dividend of 7½ per cent is the same.

Templeton's Recover

Trading profits of **James Templeton & Co., Ltd.**, rose from £122,994 to £610,084 for the year to November 30. Final dividend of 10 per cent makes a total of 15 per cent (12½ per cent). Net profit of £233,360 compares with £36,233.

Trading Profit Up

Consolidated trading profit of **S. C. Larkins & Sons, Ltd.**, for 1953 is £145,011 (£136,535). Net profit after deductions is £48,837 (£44,894). Ordinary dividend 19 per cent, paid partly on smaller capital (22½ per cent on smaller capital), plus bonus of 10 per cent on larger capital (15 per cent on smaller capital).

Dividend Same Again

Final dividend of 9 per cent and total of 12 per cent for the year to October 31 for **Blundell Spence & Co., Ltd.**, are the same as for the previous year. Group profits after all charges including taxation, £49,741 (£43,614).

Coronation Bonus

Final dividend of **Thomas Robinson & Son, Ltd.**, for the year to December 31 is 7½ per cent (same) plus Coronation bonus of 2½ per cent, making a total of 12½ per cent (10 per cent). Profit was £116,280 (£88,563).

Last Year's Cut Made Up

Final dividend of 10 per cent recommended by **Jas. Williamson & Son, Ltd.**, makes a total for the year to December 24 of 12½ per cent. This compensates for the previous year's cut to a total 7½ per cent from the 10 per cent for each of the preceding five years. Net profit before taxation is £615,652 (£242,107), tax £347,564 (£160,593), making the net profit £268,088 (£81,514).

Flood Loss From Reserves

Interim dividend of 10 per cent has been declared by **I. Griew & Co., Ltd.**, though it is not intended to recommend a final dividend. No dividend on Ordinary shares has been paid since October, 1952. They announce that the losses suffered by their subsidiary, Davey & Armitage, Ltd., through the flooding in January, 1953, were much less than had been feared, and could be met from the company's reserves.

COMPANIES WINDING-UP

M. & S. K. Furniture, Ltd., 146 Bishopsgate, E.C.2, furniture manufacturers and dealers.

At first meeting of creditors, Official Receiver reported that no statement of affairs had been filed. A statement prepared for a meeting under voluntary liquidation, however, showed liabilities £1,065, against assets £472.

Company was formed on July 9, 1953, with the name M. & K. Furniture, Ltd., but it was changed to its present style three months later. Nominal and issued capital was £1,000. Directors were Bernard Morgan (formerly Smorgan) and Arnold Sidney Kaufman.

Company had carried on business from 289 Brick Lane, London, E.2, and Mr. Morgan had stated that trading was difficult, owing to inefficient workmanship and poor quality timber. The company's main customer ceased to place orders after November last, and company was left with only a few small orders which were never executed.

On November 19 a resolution was passed for voluntary liquidation and a liquidator was appointed. A creditor, however, later presented petition for compulsory winding-up.

The voluntary liquidator had realised the majority of the company's assets, and had handed over £323 to the Official Receiver.

Mr. Cyril Metliss, C.A. (Stoy Hayward & Co., 5 Giltspur Street, E.C.1) was appointed liquidator, with a committee of inspection.

BANKRUPTCY REPORT

Montague Malcolm **Elliott**, 37 Smalley Road, N.16, lately carrying on business as **M. Elliott & Company**, 487, Hackney Road, E.2, Birchwood Cottage, Sandford, N.16, and 481 Hackney Road, E.2, and formerly at 507 Hackney Road, E.2, manufacturing upholsterer.

Debtor was granted his discharge subject to a suspension of nine months.

Official Receiver said Receiving Order was made in February, 1950. Debtor had estimated his liabilities at £2,899, but the figure now appeared to be £2,920. Assets had realised just over £28.

Debtor had partly attributed his failure to selling under cost and to lack of supervision.

VOLUNTARY LIQUIDATION

Forest Bedding Co., Ltd., 99 Kirkdale, Sydenham, S.E.26, and at Dartmouth Road, S.E.26, bedding and mattress manufacturers.

In accordance with the provisions of Section 293 of the Companies Act, 1948, a meeting of creditors was held recently.

Liabilities were £2,732 6s. 7d., and assets about £400. There was also an insurance claim for loss of profits due to a fire in October, 1953. Policy was for a total of £2,000, and

(Continued over page)

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VOLUNTARY LIQUIDATION

(from previous page)

insurance company had admitted liability.

The present position was attributed to lack of working capital; loss of production due to the fire in October last; and high cost of machinery.

It was also stated that the premises had been bought by the two directors and let to the company at £400 per annum, and the directors were prepared to hand over to the liquidator any equity from the sale of the property. Unfortunately, however, there were sitting tenants in the flats over the shops.

Creditors confirmed the voluntary liquidation with Mr. W. E. Denham (Denham Bates & Co.) as liquidator, subject to a satisfactory undertaking being given to hand over the equity in the property.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Pierce, B. E. (male), Hendon House, Abergale Road, Colwyn Bay, house furnishers. £11 1s., January 7.

Harrison, Henry Alfred, 1b King Henry's Road, N.W.3, furniture manufacturer. £17 1s. 10d., January 13.

Bass, Ernest James Harold, 184 Woodward Road, Dagenham, cabinet maker. £11 3s. 6d., January 13.

Lomax, F. (male), Cudmores Field, Vicarage Street, Barnstaple, dealer in lino and carpets. £20 6s. 4d., December 23.

Parnell, G. E., & Son (a firm), 31 High Street, Buxton, house furnishers. £14 19s. 3d., January 11.

Regency Interior Furnishings (sued as a firm), 126 High Street, Tenterden. £32 5s. 6d., December 8, 1953.

Courtliff, W. W. (male), 157 Peel Road, Bootle, Liverpool, upholsterer. £16 1s., January 12.

Rugby Upholstery Works (a firm), 5-7 Rugby Road, Meanwood Road, Leeds. £28 5s., January 9.

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9443.—Three-piece suite frames.
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9448.—Firm which re-glazes chintz.
9449.—Period or semi-period furniture.
9450.—"Valjoh" dowel machine.
9451.—Fireside chair bends.
9452.—Two-tier wooden beds.
9453.—"Firview Supermatic" ironing tables.
9454.—Sheepskin rugs.
9455.—Dinner wagons.
9456.—Four-poster beds.
9457.—Easel-type chromium tray for invalids.
9458.—"Fits" swivel movements.
9459.—"Ewbank" carpet sweepers.
9460.—Address of Finmar, Ltd.
9461.—"Hounsfield Safari" equipment.
9462.—Rubberised hair.
9463.—"Appletree" fabrics.

* Means unanswered. Can any reader help?

INCREASES OF CAPITAL

Everest (Long Eaton), Ltd., manufacturers of settees and chairs, mattresses, interiors, etc., Canal St. Mills, Long Eaton, Derby.—Increased by £40,000, in £1 Ordinary shares, beyond the registered capital of £10,000.

Bluestone & Elvin, Ltd., furniture manufacturers, etc., Beanese Works, Hookers Road, Blackhorse Lane, E.17.—Increased by £50,000 in 4s. Ordinary shares, beyond the registered capital of £400,000.

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Diary Dates

From now until February 25.—Earls Court Exhibition.

February 23.—Annual Dinner of National Bedding Federation at Grosvenor House, London.

March 2 to 27.—"Daily Mail" Ideal Home Exhibition at Olympia, London.

March 3.—Annual General Meeting of Birmingham and West Midlands F.M.A.

March 4.—Annual general meeting of London and Southern Wholesale Furniture Traders' Association at Bonnington Hotel, Southampton Row, London, 6 p.m.

March 9.—Annual dance of Birmingham and District Area F.T.B.A., at Grand Hotel, Birmingham. Tickets from Mr. A. S. Garner, 145 Aubrey Road, Birmingham, 10.

March 10.—Annual Ball of Leeds, Bradford and District Area, F.T.B.A., at Grand Hotel, Harrogate.

March 15. Annual dinner and dance of Sheffield and District F.T.B.A. at Royal Victoria Hotel, Sheffield.

April 7.—Annual dance of Newcastle-on-Tyne and Northern Area F.T.B.A., at Old Assembly Rooms, Newcastle-on-Tyne; in conjunction with North-East Furnishing Employers' Federation dinner.

April 13.—Annual General Meeting and Luncheon of L.F.M.

April 23 to 25.—Annual Conference of Scottish House Furnishers' Federation at Hydro, Dunblane.

April 25 to 27.—Annual Conference of Association of Master Upholsterers at Ettington Hotel, Stratford-on-Avon.

April 29 to May 3.—Annual Convention of National Bedding Federation at Torquay.

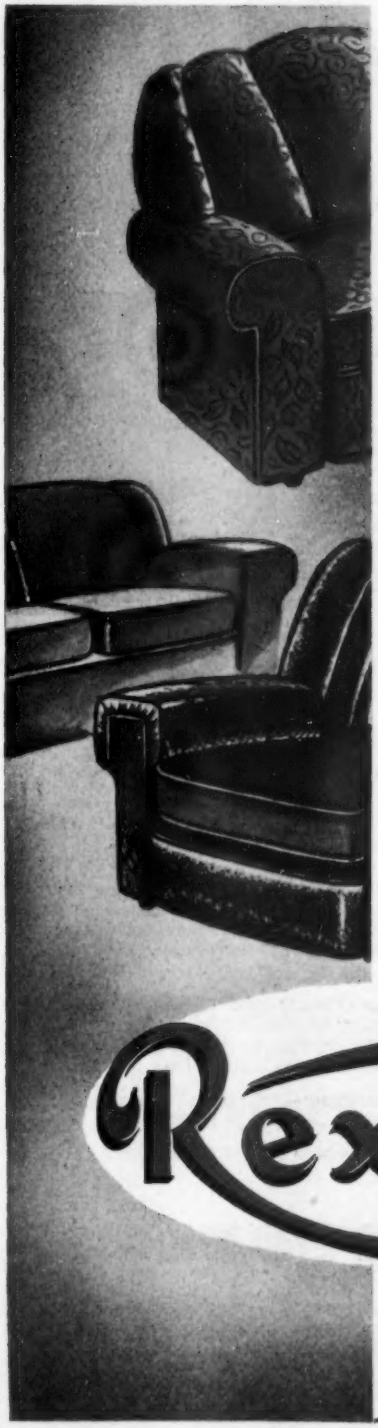
CHANGES OF NAME

Grosvenor Furnishing Company, Ltd., Capel House, New Broad Street, E.C.2—Name changed to Grosvenor (Wallington), Ltd., on January 12, 1954.

Brown & Pattinson, Ltd., upholsterers and mattress makers, etc., 7-9 South Street, Carlisle.—Name changed to W. W. Tweddle, Ltd., on December 18, 1953.

Globe Furnishing Company, Ltd., A19 Queen Insurance Buildings, 10 Dale Street, Liverpool, 2—Name changed to J. R. Grant Properties, Ltd, on January 4, 1954.

Ellis Productions (High Wycombe), Ltd., Yatton, near Bristol.—Name changed to Excellis Furniture (Yatton), Ltd., on December 7, 1953.



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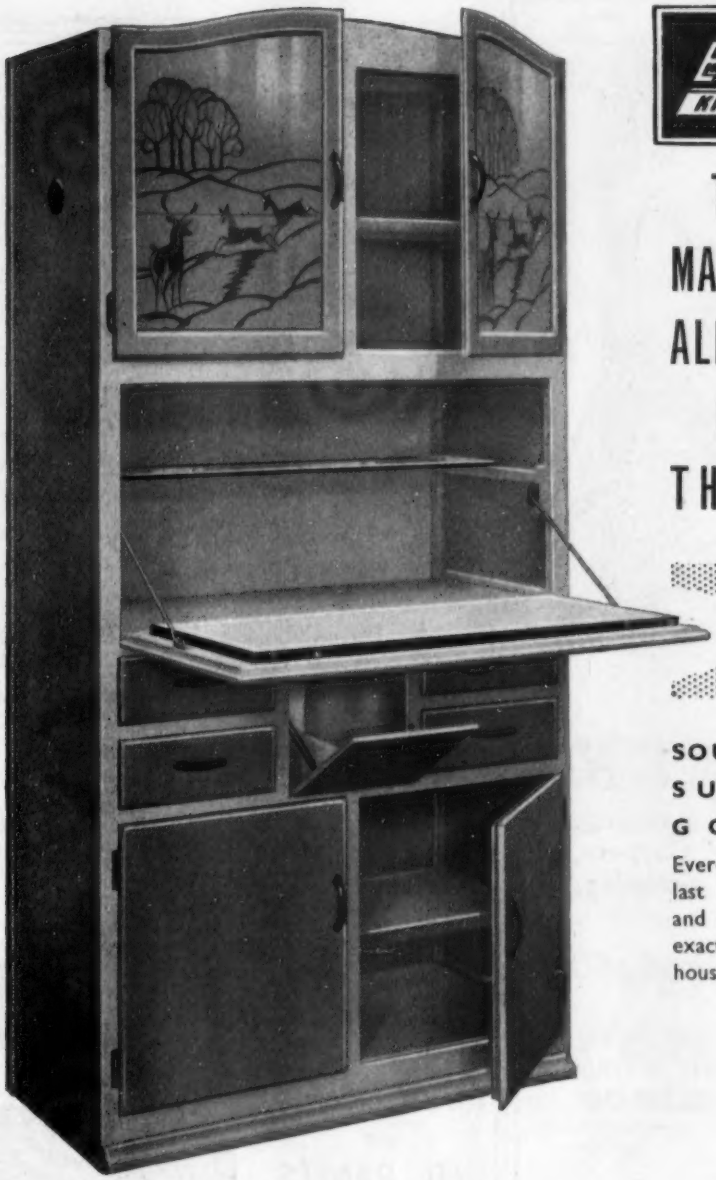

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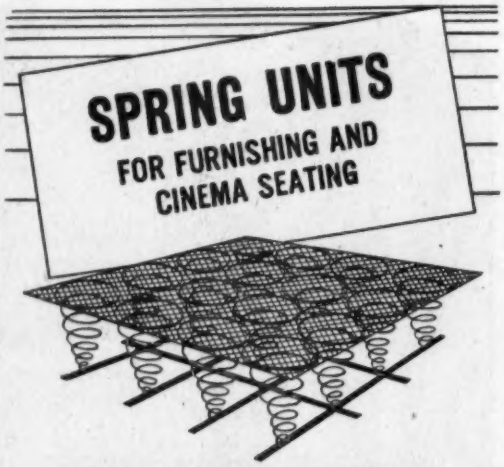

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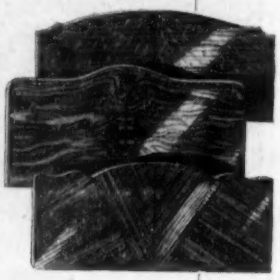

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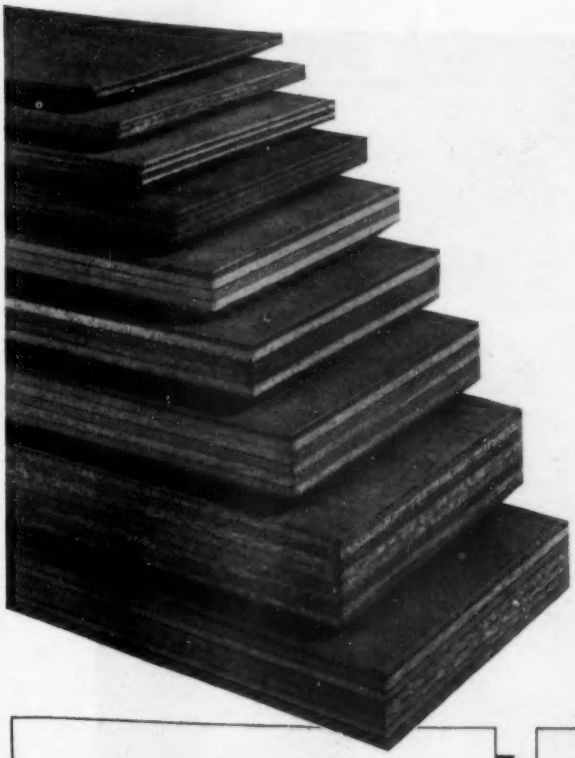

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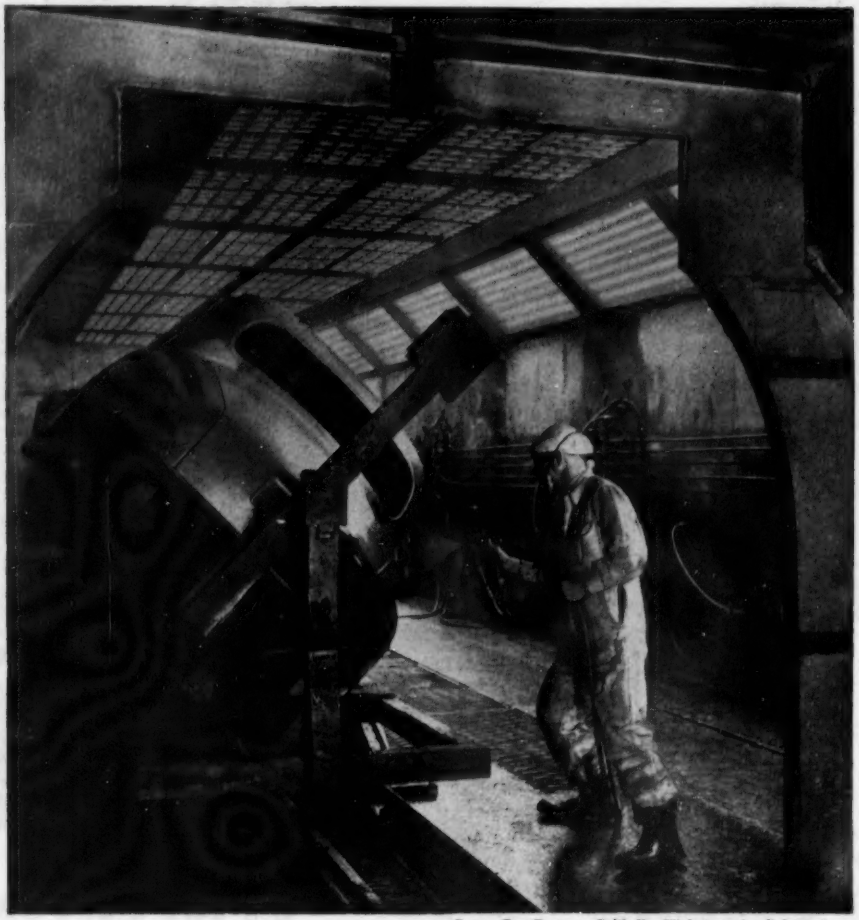

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State full particulars in writing, giving age, education, experience and relevant information to THE SECRETARY,
J. SAGAR & CO., LTD.
CANAL WORKS, HALIFAX

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REPRESENTATIVES WANTED

LONDON and Southern Counties representative required, one with connection in Furniture and Upholstery Trade to sell Brass Curtain Rail.—Apply Edward Gill, Ltd., 52-4, Hylton Street, Birmingham, 18

LONG established Bedding and Upholstery manufacturers require Representative to sell South of England and Western Counties. Commission basis. Established connection necessary. Write in confidence—Box No. 9136 Furnishing World 180 Fleet St. E.C.4.

MIDLANDS Representative required for High Grade Carved Oak Dining Room Suites. Must have established connection. Write or call.—N. Lee & Sons, Ltd., 134 Kingsland Road, London, E.2.

OLD-ESTABLISHED firm of manufacturers of coco mats and mattings in Eastern Counties require representative on commission basis for North and East London suburbs; one already calling upon furnishing departments preferred.—Box No. 9103 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE (car-owner) for Southern Counties on salary, expenses and commission; progressive opportunity for suitable applicant.—Box No. 9105 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required for Birmingham and Midlands area, by South Wales Manufacturers of Three-piece Suites and Firesides. Commission basis. Box No. 9141 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE wanted by manufacturer of reasonably-priced three-piece hide suites for Lancashire and Cheshire area.—Box No. 9142 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES required to sell Fireside Chairs and Small Three-Piece Suites on commission basis for the following areas: (1) South Wales and Bristol Channel area; (2) Southern Counties and South Coast area; car-owner preferred.—Write giving full details of age, experience and present agencies to: W. Lawrence & Sons (Furn.), Ltd., Lawrest Works, Naphill, High Wycombe.

REPRESENTATIVES wanted to sell Texaloom Woven Fibre furniture on commission basis in the following districts: Midlands, Eastern Counties, Yorkshire. Write giving full details: A. Bacon & Son, Chapel Place, White Hart Lane, London, N.17.

REPRESENTATIVES WANTED

REPRESENTATIVES required in several areas calling on Retail furnishers, stores, etc., for sale of cutlery canteens, clocks, etc. Good commission. Apply Ross, 126-7 Shoreditch High St., London, E.1.

REPRESENTATIVES wanted on commission basis to sell exclusive designs in good-quality China Cabinets at competitive prices: (1) Home Counties; (2) South of England.—Write in confidence to Box No. 9121 Furnishing World 180 Fleet St. E.C.4.

UPHOLSTERY Fabrics representative required for London and area calling on manufacturing upholsterers. Must have initiative and perseverance and used to big business for the most competitive firm in the trade. Excellent opportunity for the right person. Also Vacancy occurs for the Provinces. Write giving full particulars to Box No. 9115 Furnishing World 180 Fleet St. E.C.4.

AGENTS WANTED

ENERGETIC AGENTS required on commission basis for (a) London, (b) Lancashire, by the manufacturers of Arlinghide P.V.C. Leathercloth; must have first-class connections with upholsterers, dining-chair manufacturers,, etc.—Apply Sales Manager, Arlington Plastics Development, Ltd., Barretts Grove, London, N.16.

MOST AREAS Agents required on a commission basis for the sale of modern light metal Venetian Blinds of distinctive design rapidly increasing in popularity: Accounts already opened in a number of Towns. Box No. 9138 Furnishing World 180 Fleet St. E.C.4.

WELL CONNECTED Agents in all areas for Belgian Tapestries, Damasks, etc., also Cabinetmakers mirrors. Apply Box No. 9139 Furnishing World 180 Fleet St. E.C.4.

AGENCIES WANTED

ENTERPRISING Firm of Manufacturers' Agents with good connections throughout S. Wales and the S. West of England for O. Furniture, Contemporary Carpets and Fabrics, require one more Agency. Only well known firms manufacturing good quality lines considered. Preference for Contemporary Furniture. Write: Box No. 9135 Furnishing World 180 Fleet St. E.C.4.

PREMISES WANTED

LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

PREMISES FOR SALE

SMETHWICK, High Street: Importantly situated freehold premises, first-class shopping position, suitable retail trades, showrooms, offices and warehouse; approximately 2,800 ft. floor space.—Particulars Haylock & Inchley, auctioneers and estate agents, 47 Newhall Street, Birmingham, 3. CENtral 6151/2.

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OFFICE ACCOMMODATION (on Share basis) Available in West End, use of all services, viz, telephone typists, etc.—Box No. 9137 Furnishing World 180 Fleet St. E.C.4.

TENDERS INVITED

DURHAM COUNTY COUNCIL
HEALTH COMMITTEE

Tenders are invited for Furnishings, Bedding and Draperies, Crockery and Glassware, Cutlery, Hardware, required at Grove Park, Barnard Castle, Co. Durham. Scheludes of articles required may be obtained on application, accompanied by a stamped, addressed foolscap envelope, to the County Medical Officer, 30 Old Elvet, Durham.

Tradesmen should state for which schedule or schedules of articles they desire to tender.

Tenders are to be sent in the enclosed envelope to the Clerk of the County Council not later than March 6, 1954.

The County Council do not bind themselves to accept the lowest or any tender and reserve the right to accept any tender in part only.

J. K. HOPE,
Clerk of the County Council.

TRADE MARKS

TRADE MARKS, BRAND NAMES AND DESIGNS

THE TRADE MARKS REGISTRATION AGENCY (J. A. T. Caton & Son)
Monument Station Buildings, London, E.C.4
Telephone - Mansion House 4443

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MACHINERY FOR SALE

GESSNER 40 in. PANEL PLANER, 6 spare knives, motor drive 400-440/3/50.—F. J. Edwards, Ltd., 359 Euston Road, London.

MORTISING MACHINE Heavy Duty can be seen working, practically as new, original cost £140, no reasonable offer refused, space required for router. Genuine snip. Apply: A. Penkul & Sons, Providence Yard, Ezra St., E.2.

ROBINSON 4-CUTTER for sale, 4 ft. x 2 ft., ball-bearing; can be seen working.—L. Marcus, Ltd., Beatty Works, Beatty Road, London, N.16. Clissold 1574/5.

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BRAND New Unbleached Heavy Cotton and also Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins, Brand New, 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone: ACO 1788.

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WE ARE in the market to buy regular lines in 3 ft. and 4 ft. 6 in. Oak bedsteads. Must be the right design at the right price for Cash.—Apply: J. Unsworth, 6 The Avenue, LEIGH, Lancs.

WANTED! to buy for Cash, clearing or Job lines in Oak bedsteads. Any price, any design. Apply: J. Unsworth, 6 The Avenue, LEIGH, Lancs.

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OAK BUTTS, cut 2 in. and 3 in. through and through, in stick for 12 months; price 13s. 6d. per cu. ft.—Apply: H. G. Timber, Ltd., Southall, Middlesex.

QUEEN ANNE LEGS at reduced prices: 4 in. x 2 in. 4s. per set, 5 in. at 4s. 3d., 6 in. at 4s. 6d.; ball-and-claw legs in all sizes.—Spiers, 330 Hackney Road, London, E.2. Phone: Shoreditch 8791-2-3.

FINANCE

HIRE PURCHASE Finance available; new interesting terms, London only; write for particulars.—Highgate Home Credits, Ltd., 71 Shepherds Hill, London, N.6. Tel.: MOU 1961.

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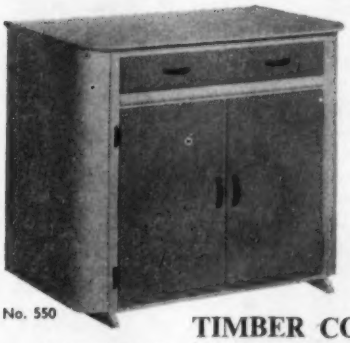

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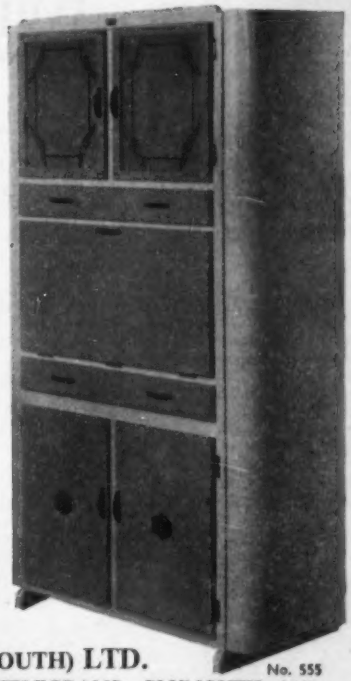

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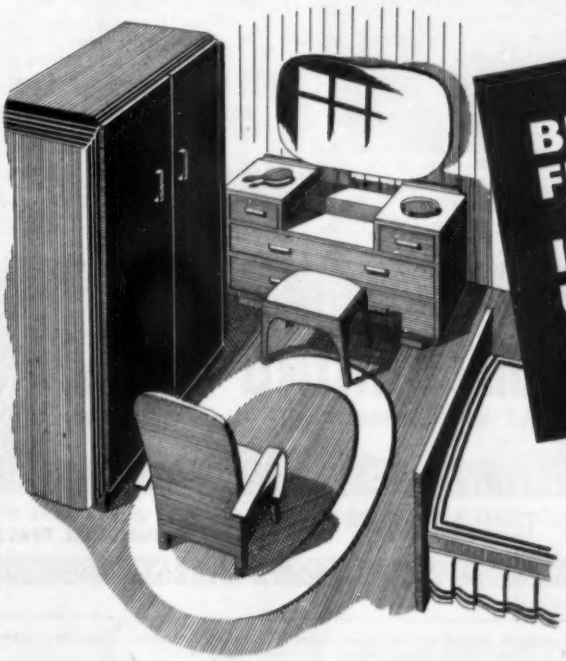

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